

Historic Preservation Commission Agenda

DON SIMMONS, Ph.D.
Chair
JOE MOORE, Vice Chair

Commission Members
PATRICK BOYD
SALLY CAGLIA
TERESA ESPAÑA, M.A
CHRISTOPHER JOHNSON AIA
MOLLY LM SMITH

Staff to the Commission
KEVIN FABINO, M.P.A.
Planning Manager, Secretary

KARANA HATTERSLEY-DRAYTON, M.A.
Historic Preservation Project Manager

WILL TACKETT, Planner III

JOANN ZUNIGA, Recording Secretary

Any interested person may appear at the public hearing and present written testimony, or speak in favor or against the matters scheduled on the agenda.

If you challenge these matters in court, you may be limited to raising only those issues you or someone else raised in oral or written testimony at or before the close of the hearing.

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, signers, assistive listening devices, or translators should be made one week prior to the meeting. Please call the Historic Preservation Project Manager at 621-8520.

The Historic Preservation Commission welcomes you to this meeting.

January 10, 2011

MONDAY

5:30 p.m.

City Hall, Second Floor, CONFERENCE ROOM A, 2600 FRESNO STREET

- I. CALL TO ORDER AND ROLL CALL**
- II. APPROVE MEETING MINUTES**

A . Approve minutes of October 25, 2010.

- III. APPROVE AGENDA**

IV. CONSENT CALENDAR

V. CONTINUED MATTERS

None

VI. COMMISSION ITEMS

- A. Consider Recommendation to the City Council the Designation of the Firestone Sales and Service Center Located at 1502 Fulton Street to Fresno's Local Register of Historic Resources and Adoption of Findings Necessary to Support Recommendation Pursuant to FMC 12-1609 **(ACTION ITEM)**.

Staff Recommendation: Not recommended

- B. Consider Recommendation to the City Council the Designation of the FUSD Maintenance and Warehouse Building Located at 717 South Seventh Street to Fresno's Local Register of Historic Resources and Adoption of Findings Necessary to Support Recommendation Pursuant to FMC 12-1609 **(ACTION ITEM)**.

Staff Recommendation: Not recommended.

- C. Consideration of Approval of Request by the Property Owner to Recommend to the City Council the Designation of the Alfred and Minnie Cherin Home Located at 233 E. Cornell Avenue to Fresno's Local Register of Historic Resources and Adoption of Findings Necessary to Support Recommendation Pursuant to FMC 12-1609 **(ACTION ITEM)**.

Staff Recommendation: Recommend Approval

- D. Consider Recommendation to the City Council the Designation of the Crest Theater Located at 1160 Broadway Plaza to Fresno's Local Register of Historic Resources and Adoption of Findings to Support Recommendation **(ACTION ITEM)**.

Staff Recommendation: Recommend Approval

VII. CHAIRPERSON'S REPORT

VIII. UNSCHEDULED ITEMS

- A. Members of the Commission
- B. Staff
 - 1. 2010 Mayor's Historic Preservation Awards and Commission Annual Report, December 16, 10:30.
 - 2. CLG Annual Report for 2009-2010.
- C. General Public

IX. NEXT REGULAR MEETING: January 24, 2011, Fresno City Hall, Conference Room A

X. ADJOURNMENT



HISTORIC PRESERVATION COMMISSION Draft Meeting Minutes of October 25, 2010

I. CALL TO ORDER

The meeting was called to order at 5:30 p.m. by Chair Simmons. Roll call given by Karana Hattersley-Drayton.

Commissioners in Attendance

Patrick Boyd
Teresa España, M.A.
Joe Moore
Don Simmons, Ph.D.
Molly LM Smith

Commissioners Absent

Sally Caglia
Christopher Johnson AIA

Staff for the City of Fresno

Kevin Fabino, Planning Manager (Secretary to the Commission)
Karana Hattersley-Drayton, M.A., Historic Preservation Project Manager
John W. Fox, City Attorney's Office (Legal Counsel to the Commission)
Will Tackett, Development and Resource Management Dept (Planning Advisor)
Joann Zuniga, Development and Resource Management Dept (Recording Secretary)

II. APPROVE MEETING MINUTES

Karana Hattersley-Drayton stated the August 23, 2010, meeting minutes were not yet completed; for the July 12, 2010, meeting minutes under Continued Matters, Item V-A, on page 2, the correct date of the letter sent by Granville Homes on behalf of the Fresno Housing Authorities to the City of Fresno should read June 11, 2010.

Chair Don Simmons called for approval of the meeting minutes of July 12, 2010. **Commissioner Molly LM Smith** moved to accept the July 12, 2010, minutes with the correction, second by **Commissioner Patrick Boyd**; the motion carried (M/S/C, 5 yes, 0 no, 2 absent—Caglia, Johnson). July 12, 2010, minutes were filed as corrected. The August 23, 2010, minutes were deferred to the next meeting.

III. APPROVE AGENDA

Chair Don Simmons asked if there were any comments or changes to the agenda. **Karana Hattersley-Drayton** recommended Commission Items VI-A and VI-B be heard first on the agenda followed by Continued Matters Items V-A, V-B, and V-C.

Chair Don Simmons entertained a motion for approval of the modified agenda. **Commissioner Joe Moore** moved for approval of the modified agenda, second by **Commissioner Molly LM Smith**; the agenda was adopted (M/S/C, 5 yes, 0 no, 2 absent—Caglia, Johnson).

IV. CONSENT CALENDAR

There were no items on the Consent Calendar.

V. CONTINUED MATTERS

A. Approve minutes for June 28, 2010 (continued from October 4, 2010)

Commissioner Molly LM Smith moved to continue approval of the June 28, 2010, meeting minutes until Commissioner Chris Johnson (who had previously requested a continuance until after he reviewed the tape of the meeting) was present at the meeting to vote on the matter, second by **Commissioner Joe Moore**; the motion carried (M/S/C, 5 yes, 0 no, 2 absent—Caglia, Johnson). Approval of the June 28, 2010, minutes was continued.

B. Consideration of Education and Thematic Seminar Series to be scheduled before the historic Preservation Commission as part of their regularly scheduled meetings (Continued from October 4, 2010)

Karana Hattersley-Drayton suggested topics for the Commission to consider at future meetings such as greening historic homes, how best to diversify historic preservation, as well as others listed on the handout; stated in her conversation that both Marie Nelson and Lucinda Woodward of the California State Office of Historic Preservation offered to come to Fresno to participate in a one-day regional workshop; recommended a subcommittee be appointed to work with staff on the workshop agenda and topics for discussion; stated the workshop would be held in collaboration with the California State Office of Historic Preservation and possible dates would be either February 9, 10, or 11, 2011.

Commissioner Joe Moore moved to establish a subcommittee to design a workshop in collaboration with the California State Office of Historic Preservation, second by **Commissioner Molly LM Smith**. **Commissioner Joe Moore** recommended a date be selected at this time to facilitate this moving forward and that it be held on either the 9th or 10th of February 2011. Commission members Patrick Boyd and Teresa España, and Chair Don Simmons volunteered to serve on the ad hoc subcommittee.

C. Consideration, review, and direction related to status of proposed Historic Surveys

Will Tackett, Planner III, provided the Commission a summary report of what surveys had been prepared that focused on areas within the downtown triangle; showed map depicting North Park, Arts Culture District, Broadway Row, Chinatown, and South Stadium survey areas that were within the downtown; showed a map of where the historic districts, either proposed or designated, were located and where ethnic neighborhoods had been identified; stated within the Tower District Specific Plan there were five districts—part of the Lower Fulton Van Ness that spanned the 180 Freeway and extended into the Fulton-Lowell area (proposed), the designated Wilson Island

historic district located within the proposed Wilson North Fresno Tract area, the designated Porter Tract, the proposed Terrace Gardens, and proposed Adoline-Palms; stated south of Freeway 180 within the Central Area Community Plan the proposed historic districts included the Lower Fulton Van Ness, North Park, Bellevue Bungalow, East Madison; stated St. John's Neighborhood, L Street, and the Santa Fe Warehouse were also proposed historic districts within the Central Area; stated Huntington Boulevard was also being considered as a proposed historic district; stated within the Pinedale Neighborhoods Specific Plan there was a proposed Pinedale Noncontiguous historic district of approximately 12 to 13 properties being considered.

Will Tackett provided information on the historic resource surveys that had been conducted and historic districts that were identified: 2004 Broadway Row and 2006 Chinatown surveys conducted by ARG, San Francisco; Urbana Preservation conducted several surveys, which were in 2007 the Upper Triangle Areas including L Street, and the 2006 Arts-Culture District survey that identified a thematic automotive district, warehouse district, civic, arts, culture thematic district, and Fulton Street Commercial District; the 2008 Page & Turnbull survey of the South Stadium Project Area, which did not identify historic districts but did identify potential properties, three of which were currently registered, and in 2008 the Historic Preservation Commission determined that additional properties were eligible, City Council did not agree, but did designate two buildings previously evaluated by Ratkovich; North Park survey in 2008 by Galvin Preservation Associates identified three potential districts, the North Park, Yosemite Avenue with all 14 contributors, and Lower Van Ness Historic District, however, there were some deficiencies with the historic resource survey; and the Pinedale survey conducted by Planning Resource Associates that identified noncontiguous properties for Pinedale Historic District.

Will Tackett stated there was a commitment to complete the Huntington Boulevard Historic District; stated the Commission's prioritization for historic resource surveys may want to address issues that included Huntington Boulevard; stated the Fulton Corridor Specific Plan would tie together some of the gaps in the downtown triangle area; stated of the nine community plans and eleven specific plans, there were two community plans and two specific plans that had a historic preservation presence in the plan and the 2025 Fresno General Plan revised the plans and had overreaching goals, objectives, and policies related to historic preservation; stated to be considered was how to better integrate Historic Preservation goals, objectives into plan documents; stated the Roosevelt Community Plan had historic preservation measures that pertained to Huntington Boulevard; stated there was potential for thematic districts and noncontiguous districts in other plan areas.

Karana Hattersley-Drayton stated one additional thematic district would be the Bungalow Court, which came from the survey conducted in 2004.

Commissioner Joe Moore did not see mention of the planned South Van Ness historic resource survey, which was part of the Redevelopment Agency's mitigation measures that was not completed and the City was to take the lead, and asked was it still actively in the queue to be completed.

Karana Hattersley-Drayton stated there was the commitment to complete the survey, however, the EIR for Merger I had not yet been certified; redacted that over one and one-half years ago the process for Huntington Boulevard to become a historic district began and the residents, amongst themselves, were seeking permission from their neighbors, which was 121 properties, to become a historic district, and that the residents needed consent from 80 percent of the property owners to become a historic district; stated it was anticipated that Huntington Boulevard as a historic district would come to the Commission for consideration in Spring 2011.

Commissioner Joe Moore asked if any of the historic resource surveys had been funded with CLG grants/funds; asked if the surveys had been submitted and requested specific information at a later date as to which surveys were and were not submitted; asked if the Commission could assist in advancing surveys not submitted; asked how many of the surveys were current; asked if any of the surveys met the criteria under CEQA for determination of eligibility of resources.

Karana Hattersley-Drayton stated the Bungalow Court survey conducted in 2004 was funded with CLG funds, and it was submitted; stated she would get information to the Commission on what surveys had been submitted; stated according to State law it was five years before a survey would needed to be recertified; cited survey information she used from the 1994 Ratkovich Plan for a project that was moving forward; stated the Bungalow Court survey met the criteria, but should now be recertified.

Kevin Fabino, staff Planning Manager, answered the question of Commission's assistance in advancing surveys by stating that staff was drafting a policy document related to surveys and welcomed input from the Commission on that policy.

Commissioner Joe Moore requested that the surveys be posted on the City's website. **Karana Hattersley-Drayton** responded that historic resource surveys currently not on the website had been scanned and would be posted very soon, and mentioned that the Chinatown survey was now on the website.

Chair Don Simmons asked was there a sequencing issue that the Commission should address such as starting from the core and moving outward so as to move in a logical, sequential manner.

Karana Hattersley-Drayton stated need to distinguish surveys from districts because there could be a survey that did not call out a district; stated in order to have a district there must be a percentage of property owners in agreement for there to be a historic district; working with Downtown and Community Revitalization Department on the Fulton Corridor Specific Plan to try and finish surveying the core; needed to ascertain how many and what goes into a district; stated Huntington Boulevard was in the process of becoming a historic district; another potential historic district would be the 14 contiguous Neoclassical cottage properties in North Park on Yosemite Avenue; stated another potential district to be considered would be the Bungalow Court.

Chair Don Simmons recommended identifying historic resource districts in the urban core of the city as the starting point.

Commissioner Molly LM Smith stated did not want to delay work that could be done such as the 14 contributors to a historic resource district on Yosemite Avenue because of waiting for funding to do another, larger project in the urban core of the city; agreed that work should be completed for Huntington Boulevard; stated prioritizing survey work was beneficial and helpful to the community; asked was the Commission looking at resources to fund potential historic districts; asked what was potential; stated she was inclined to pursue historic resource districts that were potential, with Huntington Boulevard being the first priority, then to look at areas with the most potential for future designation as historic districts; concerned there were only two community plans that addressed historic resources and other community plan areas had historic resources that needed to be addressed; stated perhaps the Commission needed to look at the other plan areas, conduct a survey in one of those plan areas and highlight the historic resources with the overriding General Plan policies.

Chair Don Simmons stated in looking at districts—Porter Tract, Wilson Island, and currently the potential Huntington Boulevard, there was an ethnic, socio-economic commonality and there could be the perception that the Commission was leaning in that direction, instead of taking a more geographic stance pointing to where it begins and move from one to the next.

Commissioner Molly LM Smith stated with districts there had to be the predominance of people residing in the proposed district supporting it; cited Yosemite Avenue with its 14 property owners, which made it more manageable with fewer residents to establish a historic district, and it could be placed on the priority list; asked how old were the potential historic districts that were called out such as Terrace Gardens and perhaps look again at those older potential districts and ascertain if they were still there or had any of the contributors been lost.

Commissioner Teresa España wanted to ensure that Chinatown as a historic resource district was given priority consideration.

Chair Don Simmons stated he would like to see the Lowell neighborhood given priority although it would be more difficult because of the neighborhood outreach and education that would be needed to explain what a designated historic district would mean to the property owners within that potential district; stated he did not want the Commission to only prioritize the residential districts and leave out any other areas such as warehouse areas.

Commissioner Molly LM Smith stated she would like the Commission to not only prioritize districts but to also look at survey areas, areas of interest to the Commission, to see what contributors were there and the potential for a historic district designation.

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Kevin Fabino suggested the Commission give direction to staff to work on Huntington Boulevard and then North Park, which could be completed by this time next year, and then to build on those successes and move forward.

The Commission gave priority direction to staff as follows: Huntington Boulevard, Bungalow Court, Chinatown, and North Park; to work within the downtown triangle area first and move outward from there.

Karana Hattersley-Drayton stated she had been working with the Pinedale community on its neighborhood historic district designation and welcomed the help of the Commission to be involved in community outreach in Pinedale.

The Chair opened the hearing for public comment.

Steve Weil, 588 West Barstow-Fresno, stated there was a potentially huge footprint related to the high speed rail project, the EIR, the project which envisioned a high speed corridor that could occur on the Chinatown side of tracks or the Fulton Corridor side of the tracks; stated he did not know if the survey would be robust or minimal, or whether it would discuss a few marquee structure like the UP depot or a survey that would reach the level of detail like that of the proposed Fulton Corridor Specific Plan.

Karana Hattersley-Drayton stated the rail project would be federally funded and, therefore, would be required under NEPA and Section 106 of the National Historic Preservation Act to do a very intensive survey; stated staff had spoken to the consultant, JRP in Davis, California, and they were required to go through federal protocol; stated the Commission should see report.

Jeanette Jurkovich recommended that prioritizing and establishing criteria for moving forward on historic surveys be done; stated doing surveys during project review was not a good idea; stated there were aggressive historic preservation policies in the 2025 Fresno General Plan and the Master EIR mentioned that the preservation objectives, goals, and policies would strengthen preservation efforts in the city; cited Policy G-10-D, "utilizing a combination of historic preservation staff, citizen volunteers, and qualified professionals hired with available funds, conduct a survey of the general plan area to create and maintain a computerized database of building/housing stock information within the city's planning area, using an inventory system which includes relevant facts, including year of construction and other historic information as appropriate"; stated the need to think about how these surveys get done and would not have to be only staff; cited Policy G-11-B, "the Historic Preservation Commission shall take a lead role in following historic preservation activities" and that the Commission should be taking the lead role in surveying, identifying, recommending approval of the designation of historic resources; cited duties and powers of the Commission, to establish criteria, submit surveys to the City Council, and submit adopted surveys to the Office of Historic Preservation for integration into the historic data file for Fresno County; recommended the Commission be proactive in identifying historic districts and keeping updated and current on all historic surveys.

The Chair closed the public hearing.

Commissioner Molly LM Smith moved that the focus of the first historic district surveys be Huntington, Chinatown, North Park, and Bungalow Court, second by **Commissioner Patrick Boyd**; motion passed (M/S/C, 5 yes, 0 no, 2 absent--Caglia, Johnson).

VI. COMMISSION ITEMS

The Chair called for disclosure by Commission members pertaining to matters on the agenda that the Commission would be considering at this meeting; there were none.

A. Consideration of approval of request by the property owner to designate the Bekins-McClatchy Home located at 3729 East Huntington Boulevard as a Heritage Property and adoption of findings necessary to support designation pursuant to Fresno Municipal Code Section 12-1612.

Staff presentation given by **Karana Hattersley-Drayton**; stated the Bekins-McClatchy Home was constructed in 1926 for Floyd Bekins of Bekins Van and Storage and sold in 1930 to Carlos McClatchy, editor of *The Fresno Bee* for 11 years until his death in 1933; the property was one of many grand homes built for Fresno's intellectual and business elite along Huntington Boulevard in the Alta Vista Tract, which tract was platted in 1911 for a streetcar suburb; stated the two-story Tudor Revival Home was attributed to Barton-Barton architects; stated this property was worthy of preservation due to its integrity, its association with two families of importance in Fresno's early history (Floyd Bekins and Carlos and Phebe McClatchy) and for the character defining architectural features of the home and its Tudor Revival style such as the two prominent gable-end projecting bays in the facade, small leaded glass windows, hexagonal bay window, and decorative strapwork (woodwork); defined Heritage Property pursuant to Fresno Municipal Code (FMC) Section 12-1612 and stated it was added to the FMC in 1999 as a tool to allow property owners the use of the more flexible California Historical Building Code rather than the International (California) Building Code to renovate properties; property owners, Michael and Jeanette Jurkovich, requested in writing that their property be considered, at this time, for designation as a Heritage Property in order to replace the roof; stated the home individually appeared eligible for listing on the Local Register of Historic Resources under criterion I, ii, and iii and, following proper notification in *The Fresno Bee* as required, may be considered for designation in the future by this Commission.

Jeanette Jurkovich, property owner, stated the Heritage Property designation was not what she requested; stated she needed to use the California Historical Building Code because roofers wanted to install 20 eyebrow dormer vents along the lower three feet of the roof line of the home, which she believed would hamper its integrity and aesthetics; stated she had asked that the home be found eligible for the Local Register, she did not ask that it be designated but that it be found eligible; stated when she served on the Historic Preservation Commission that could be done; stated the role of the Commission was to identify, designate, and preserve, and that after the Commission identified the property the Commission would make the recommendation whether or not it should be

listed; stated with the Heritage Property designation, she was somewhat frustrated, yes it met the criteria, but no it did not, CEQA; believed the home was eligible for the National Register; stated she was kind of incensed that she was being portrayed as asking for Heritage Property when she had said fine, list it as a Heritage Property if that was what had to be done, but she would like the Commission to find it eligible for listing on the Local Register and that all of the evidence was there to do that; did not see anything in the ordinance that stated the Commission could not do that; stated her intent was not to have it listed as a Heritage Property and that it was very important that what she asked for was considered.

Chair Don Simmons asked Jeanette Jurkovich for clarification and if her request was not for Heritage property listing. **Jeanette Jurkovich** replied that she had asked for the property to be found eligible for listing on the Local Register; stated she believed this property was not a Heritage Property, that it was Local Register eligible; stated she wanted the property qualified so that the California Historical Building Code could be used to replace the home's failing roof, which had shingles that were not holding; stated she did not want to damage the look of the home under the stricter, new California Building Code requirements; stated listing the property as a Heritage Property was like a step child, and could be more easily be delisted if a new owner were to own the property; wanted there to be integrity in this process.

Karana Hattersley-Drayton stated staff offered/suggested to have it placed on a recent Commission agenda with two other Local Register nominations, which would have been considered by the City Council this week; stated staff understood, in writing, that Ms. Jurkovich did not want the nomination to go to Council. **Jeanette Jurkovich** replied that it was not her intent for the property to be listed; her objective was for the property to be found eligible for listing on the Local Register, which would provide for all the protections needed.

Commissioner Joe Moore asked Jeanette Jurkovich what action would she like the Commission to take. **Jeanette Jurkovich** requested the Commission find the property eligible for listing on the Local Register.

Commissioner Joe Moore asked Jeanette Jurkovich aside from the request that the Commission make a finding of eligibility, would her next step be to pursue formal listing. **Jeanette Jurkovich** stated, at some point, yes but her main objective at this time was to get the property qualified as being eligible as a historic resource by the lead agency.

Kevin Fabino stated if the Commission wanted to find the property eligible for listing on the Local Register; it could be placed on the next agenda for consideration by the Commission.

Chair Don Simmons asked would designation as a Heritage Property preclude eligibility for listing on the Local Register.

Karana Hattersley-Drayton stated staff understood the property owner wanted to reroof the home before inclement weather set in and use the California Historical Building Code

standards; stated under the circumstances, the designation as a Historic Property was the fastest way to expedite the request; stated the Historic Property designation did not preclude the property owner from returning to the Commission to request to list the property on the Local Register; stated in the interim, the property owner could use the Historical Building Code to complete work on the roof.

Commissioner Joe Moore asked before the agenda was set, did staff have any concern about the Commission making a finding of eligibility; asked was there a difference between that notice in the newspaper toward designation versus making a finding of eligibility. **Karana Hattersley-Drayton** it was explicitly presented to the property owner that the City would need to publish a notice in *The Fresno Bee* regarding a Local Register nomination; stated the property owner did not want to take her property to Council; stated it was staff's understanding that there may be a difference of opinion in finding the property eligible and not going through the notification process; that merely finding a property eligible to the Local Register would NOT allow the property owner access to the California Historical Building Code (unlike the Commission's authority for Heritage Properties); stated the Commission saying it was eligible would not qualify it as a historic resource under CEQA; stated staff was trying to expedite and support the property owner, and staff moved quickly to prepare the survey forms for designation as Heritage Property. **Kevin Fabino** stated if it was the will of the Historic Preservation Commission to consider eligibility of the property to the Local Register, staff would be happy to prepare the necessary reports and schedule the matter for consideration at an upcoming Historic Preservation Commission meeting.

Chair Don Simmons called for the motion. **Commissioner Joe Moore** moved the staff recommendation to designate the Bekins-McClatchy Home as a Heritage Property due to its association with two families of importance to Fresno history (Floyd Bekins and Carlos and Phebe McClatchy) and for its distinct architectural character, second by **Commissioner Molly LM Smith**; motion carried (M/S/C, 5 yes, 0 no, 2 absent—Caglia, Johnson).

B. Review and Comment on City of Fresno Roeding Regional Park and Fresno Chaffee Zoo Facility Master Plan Draft Environmental Report, SCH NO. 2008031002, October 7, 2010, pursuant to Fresno Municipal Code Section 12-1606(b)(5)(6)(7)

Staff presentation given by Planning Manager Kevin Fabino; stated the role and responsibility of the Historic Preservation Commission was to participate in CEQA environmental review pursuant to Fresno Municipal Code Section 12-1606(b)(5)(6)(7); stated at this hearing the Commission had an opportunity to review and comment on the City of Fresno Roeding Park and Fresno Chaffee Zoo Facility Master Plan Draft Environmental Report (SCH No. 2008031002); requested comments from the Commission and what it would like the lead agency to address in the Draft EIR; stated the Commission's comments would be sent to the lead agency for review and all the comments from the public agencies and individuals would be provided within 10 days prior to the certification of the EIR; discussed the law that set out the requirements of the lead agency; stated the project had two master plans, which were the Roeding Regional

Park Facility Master Plan and the Fresno Chaffee Zoo Facility Master Plan; identified Dirk Poeschel of Dirk Poeschel Land Development Services as the project consultant and Michael Brandman Associates as the primary environmental consultant; provided the Commission with an overview of what was being proposed.

The Chair called for Commission comments.

Commissioner Patrick Boyd thanked Kevin Fabino for providing an explanation of the park circulation and the entrance proposed on Golden State Boulevard; stated it looked like many historic structures, ponding basins, historic trees, and other park amenities would be lost to some of the proposed expansion; stated he would not like to see park amenities be disturbed but there was a lack of park maintenance over the years to the structures and landscape and some of these elements and their relocation/removal, demolition by neglect, would be affected; stated as a landscape architect he dealt with the historic nature of trees, tree preservation, tree removal and that was always a very tricky situation; stated all the tree groves in the park were very old, huge, very beautiful, and designating trees historic did not necessarily keep them alive, especially if they were to be relocated elsewhere in the park; stated with old growth forests, original trees in the park, he noted there hadn't been a 10- or 15-year cycle of planting new trees for the understory in anticipation of a loss of some of the old growth trees; recommended for relocation of some of the built features, the movement of some trees, creation of some of the ponds, a maintenance contract as a mitigation measure; recommended a mitigation measure that with the removal of trees/tree groves, the reestablishment of the trees be from root stock cuttings, seedlings of the same historical trees that Roeding originally planted so that something similar could be put back in place; recommended a mitigation measure for the continual maintenance of the upper store canopy of such trees as the Eucalyptus Grove within the entire park.

Kevin Fabino reiterated that all questions and comments of the Commission would be forwarded to the lead agency.

Commissioner Joe Moore concurred with Commissioner Patrick Boyd and recommended a mitigation measure to fund maintenance of the existing trees and the perpetuation of the care of tree species within the park; stated there was a funding source for zoo improvements, asked was there a funding source for park maintenance and improvements within Roeding Park beyond the normal city operation; recommended a mitigation measure to provide restoration and maintenance of existing historic resources within the park such as the Streetcar Shelter, which the consultant stated was in good condition, but on his tour of the park he noted the Streetcar Shelter had significant structural dry rot and the original tile roof was in need of repair; stated without a dedicated funding stream to ensure the maintenance of historic resources within the park, there was the risk of further deterioration and loss; stated he understood the relocation of buildings within the park and that those buildings would still contribute to the proposed Roeding Park Historic District; requested the definition of relocation as it related to Impact 4.1 (page 4-20), "six contributing landscape features of the Roeding Regional Park Historic District are planned for demolition" which included some of the groves and ponds along Belmont Avenue at the park's entrance; stated in Mitigation

Measure 4.1, "The ponds shall be relocated near the Golden State Boulevard entry to the park," he did not believe the ponds, which were now contributors to the proposed historic district, would be contributors in a re-created fashion, and that was a significant impact and could not be mitigated to less than significance because it would be a loss to the historic district; stated some of the most significant resources in the park were those that were proposed to be eliminated and that there were potentially other areas of the park such as the addition to the park in 1954 when Freeway 99 was constructed that had less historic significance and better suited for expansion rather than the ponds near Belmont Avenue; stated the ponds near the approach into the park on Belmont Avenue were character defining features and very reminiscent of the great urban parks of the early twentieth century nationwide; an objective of the Roeding Regional Park Facility Master Plan was to emphasize the features of the park not duplicated in other city parks, and the ponds were a key unique feature on the Belmont Avenue side of the park and were significant and maintained their integrity in spite of maintenance; asked why was that the preferred site for the expansion and not potentially other areas within the park that might be less historically significant?

Commissioner Molly LM Smith commented that she also had concern with the word "relocation" and questioned how a relocated, recreated pond would have the same feel as the existing historic resource; stated the new entry would split the pond in half in an area with an original design, an oasis area; stated if the purpose was to relocate and recreate the feel of the original design, the new design did not come across as a recreated feel.

Chair Don Simmons echoed the same questions and concerns as Commissioners Moore and Smith; stated relocating and recreating a pond meant that in the space where the pond would be relocated the landscape would be lost as well and, in essence, two features of the historic landscape would be lost—double damage to the historic landscape; concerned that a large number of trees, tree groves, that had been there for a very long time would be lost and so would the park; the mitigation measures did not adequately cover the loss of the significant number of trees, or that the relocation, replacement of trees meet the lineage of the trees lost; recommended a mitigation measure that the lineage of the landscape be respected; believed that once a historic building was repositioned, there would be a loss of context and it was important to pay attention to the historic context of a building, which tells the story behind why the building was placed there.

The Chair opened the hearing for public comment.

Richard Harriman, attorney representing the Roeding Family and Friends of Roeding Park, introduced George Roeding III.

George C. Roeding III, residing in Fremont, California, stated he was a certified arborist and the grandson of George Roeding; stated George Roeding persuaded his parents to donate the land for Roeding Park in 1903 and 1908; with landscape architect Johannes Reimers, George Roeding donated and planted the trees that provided shade and a unique place of free respite for generations of Fresno citizens for over 100 years; stated

he was present at the hearing to protect the 811 large historic trees the city planned to destroy for the benefit of a greatly expanded zoo and parking lots for the zoo in the heart of the beloved park; stated the Draft EIR was released only two weeks ago and contained 2280 pages of detailed studies that the city and the zoo developed over six years since the passage of Measure Z in 2004; stated to expect anyone to be able to intelligently comment on this document after only two weeks was ludicrous; stated with the support of the Fresno-based Friends of Roeding Park, they had begun the process of analyzing the Draft EIR and already found numerous errors and omissions in the Page and Turnbull Historic Resource Assessment; stated city had failed to preserve the very essence and collective integrity of this century old park with inadequate proposed mitigation measures; stated Roeding Park was more than just its history, it was a present day resource for hundreds of thousands who enjoyed its picnic areas, open spaces each and every day, and whom the City of Fresno had failed to count or consider as it pursues commercializing the majority of the park; stated they would present their substantial evidence in opposition to the Draft EIR by the end of the prescribed public comment period; stated there would be new and significant information, which would require a complete overhaul and recirculation of the fatally flawed document.

George C. Roeding III requested the Commission continue this matter until after the public and the Friends of Roeding Park had had the chance to submit their comments; hoped the Commissioners would reserve their judgment of the adequacy or inadequacy of the city's proposed treatment of Roeding Park until they had all the facts before them; stated it was his hope that the Commission would make the wise decision to continue this historic discussion impacting all of Fresno until a future meeting.

Richard Harriman stated his clients were on a mission to introduce evidence that the Commission would need in order to make an informed decision and his clients requested, as public trustees, that this hearing remain open and continued in order for them to have the time to review the Draft EIR and comment; stated their expert, PGA Design Landscape Architects, was unable to attend the Commission meeting and submitted a letter with an attached response letter from the United States Department of the Interior for the benefit of the Commission; read into the record paragraph two of the letter dated October 20, 2010, from Paul D. Dolinsky, Chief, Historic American Landscapes Survey, United States Department of the Interior:

"Roeding Park will be the 49th historic landscape to be documented in California. It sets a very high standard for quality of work and significance of resource. . . . California history is entwined with its history. Its existence as a significant naturalistic style municipal park is a direct outgrowth of the historic California nursery industry and the civic pride it engendered in Fresnoans. This in combination with the association with Johannes Reimers, a notable California landscape architect, makes it an excellent addition to the HALS collection."

Richard Harriman stated the position of the Roeding Family and the local Friends of Roeding Park was that the integrity, design, and historic significance of the park was a whole and not to start cannibalizing it and taking it apart; going to destroy one historic

element of the park and moving it to another place, thereby displacing the historic element already there; stated the position of the Draft EIR was that the mitigation measures would mitigate the impacts to a level of insignificance; stated they would like the opportunity for their expert from PGA, Chris Pattillo, Historic Landscape Architect, to submit evidence that would provide substantial evidence that would counter the document's mitigation measures and submit additional mitigation measures to address the alternative; stated the Roeding Family and the Friends of Roeding Park, who represented people living in the City and County of Fresno, respectfully requested that when the Commission analyzed the document further that the Commission return with a preferred alternative recommendation; stated the least impact alternative was to maintain restoration and enhancement of the Fresno Chaffee Zoo on the existing footprint of the Zoo and the Playland and Storyland area; stated in reviewing the Measure Z initiative adopted in 2004, the language was clear that the electorate intended to make improvements on the footprint in the park, it did not authorize a wholesale expansion and takeover of the Roeding Park; stated with respect to environmental justice, many users of the park were people of color and less fortunate and the expansion of the zoo into the existing green space, a scarce natural resource in downtown Fresno, would be a significant impact; stated the city should be endeavoring to protect the historic resource within the park and to maintain the availability of the park to those who could not afford to visit the new zoo; requested to return on the 22nd of November; stated they were not anti-project but that the less impact alternative should be reviewed.

Commissioner Joe Moore thanked Mr. Roeding for attending the meeting and for the remarkable story of his family and of the founding of the park, which encapsulates so much of Fresno's history and that of California's history; asked to elaborate on errors and omissions in the document; asked about the feasibility of relocating the trees within the park and recreating the same feeling and association of resources at the southeast end of the park in another area of the park as proposed.

Richard Harriman replied that the consultant, Chris Pattillo of PGA Design, was currently preparing a written summary of what were the errors and omissions in the Draft EIR and would present these in writing at the next meeting.

George C. Roeding III stated his family's California nursery had been in business for 130 years and one of the specialty's was large specimen trees, growing and transplanting trees in landscapes of commercial buildings; stated as a certified and consulting arborist, it was very expensive to box and transport, even a short distance, the trees; gave example of moving a tree on a golf course, which cost \$100,000 and the maintenance was enormous; stated by relocating and recreating the trees there would be a loss of integrity and the park would not have the same atmosphere as originally created, it would be expensive and did not see the feasibility of doing so.

Richard Harriman asked was there a tree survey in the Draft EIR or in materials provided to staff.

Scott Barton, executive director of Fresno Chaffee Zoo, stated he looked forward to working with the City, Playland and Storyland in reviewing the comments and to sensitively evaluate and respond to them.

The public hearing was closed.

Commissioner Teresa España stated she believed the Commission was challenged by the lack of time to review the Draft EIR; stated reviewing the document took time for thought, reflection, and formulation of comments; asked staff would there be a problem with continuing this matter. **Kevin Fabino** responded that staff wanted to get the document to the Commission as early as possible to review and it would be the will of the Commission if it needed more time to comment; stated the Draft EIR had a 45-day comment period, which would end on November 24, 2010.

Commissioner Teresa España requested more time to review the document.

Karana Hattersley-Drayton stated November 22, 2010 was the next meeting of the Commission; suggested there could be a special meeting. **Kevin Fabino** recommended there be a meeting on November 15, 2010; stated testimony received at the Commission meeting would not be included as part of the Commission's comments unless it was part of the Commission's approved comments submitted to the lead agency.

Commissioner Joe Moore requested comment from **Richard Harriman**, who stated the City could extend the comment period, it was permitted by law, and CEQA did not require the comment period to end in 45 days. **Kevin Fabino** noted there was the discretion to extend the comment period, and the 45-day comment period expired November 24, 2010.

Commissioner Teresa España moved to continue the matter to the Commission meeting in November, second by **Commissioner Joe Moore**. A point of information was raised by **Commissioner Molly Smith**, who recommended the meeting be held on November 15, 2010, to allow staff time to receive and review comments. **Commissioner Joe Moore** stated he still had questions of staff and asked if the motion moved forward could those questions still be asked. **Karana Hattersley-Drayton** recommended the questions of the Commission be addressed before the motion was acted upon. **Chair Don Simmons** entertained discussion.

Commissioner Joe Moore stated the document called out the potential for Roeding Park to become a National Register Historic District and asked what would be the procedure for creating that district; asked at what point in time would the Commission make that finding that the report was accurate and support making the finding that the park was eligible; asked when would that happen in the environmental process; asked would there be any discussion about threshold for contributing resources to qualify as a district with the potential loss of the resources called out in the document to be lost; asked had consideration been given for off-site parking, supportive of expansion of more off-site parking; commented that there was contradiction that the park still had great integrity to qualify as a National Register Historic District but because locations in the

park had changed over the years such as Playland/Storyland, it justified removing more of the historic fabric of the park; recommended finding alternatives that would better utilize existing developed areas such as the tennis courts and preserve the original 1908 era of the park.

Karana Hattersley-Drayton responded that the Commission should include those questions in its comments.

Commissioner Molly LM Smith asked was the reason for continuing the matter because the Commission needed more time to review and comment. **Commissioner Joe Moore** stated there were issues raised that he would like more information on and that Chris Pattillo, historic landscape architect, and PGA Design had standing and that it would be beneficial to the Commission if PGA Design provided input, as well as others, to better understand the potential implications of what was proposed in the document.

At the end of discussion the Chair called for the question; the motion to continue the matter to the next Commission meeting carried, 4 yes, 1 no (Smith), 2 absent (Caglia, Johnson).

VII. CHAIRPERSON'S REPORT

A. HPC's Annual Report for Fiscal Year 2010. **Chair Don Simmons** stated it was time to prepare the Annual Report to be given to the City Council in November 2010; requested the Commissioners submit to him information and activities of the various HPC subcommittees for inclusion in the Annual Report.

VIII. UNSCHEDULED ITEMS

A. Members of the Commission

B. Staff

1. Update on Status of the Helm Home, HP #112, 1749 L Street

Karana Hattersley-Drayton stated the applicant was working with Scott Vincent to work out Code issues and would be prepared to give a status report at the meeting in November.

C. General Public

IX. NEXT REGULAR MEETING

The next meeting of the Commission: November 22, 2010

Commissioner Teresa España moved for a change of meeting date to November 15, 2010, second by **Commissioner Joe Moore**; the motion passed (M/S/C/, 5 yes, 0 no, 2 absent--Caglia, Johnson).

X. ADJOURNMENT

The meeting adjourned at 8:25 p.m.

Respectfully submitted,

Joann Zuniga

Approval Date: January 10, 2011

Attested to:

Don Simmons Ph.D., Chair

Kevin Fabino, Secretary
Historic Preservation Commission



REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VIA
HPC MEETING: 01/10/11

January 10, 2011

FROM: KEVIN FABINO, Planning Manager
Secretary, Historic Preservation Commission

APPROVED BY

BY: KARANA HATTERSLEY-DRAYTON
Historic Preservation Project Manager

DEPARTMENT DIRECTOR

SUBJECT: CONSIDER RECOMMENDATION TO THE CITY COUNCIL THE DESIGNATION OF THE
FIRESTONE SALES AND SERVICE CENTER LOCATED AT 1502 FULTON STREET TO
FRESNO'S LOCAL REGISTER OF HISTORIC RESOURCES AND ADOPTION OF
FINDINGS NECESSARY TO SUPPORT RECOMMENDATION PURSUANT TO FMC
12-1609

RECOMMENDATION

Staff recommends that the Commission find that the former Firestone Sales and Service Center located at 1502 Fulton Street is not individually eligible to the Local Register of Historic Resources. Pursuant to FMC 12-1609 (c) all considerations for the Local Register whether approved, disapproved, or modified must be reviewed by the City Council. The consideration of the Firestone Building has thus been placed on the January 13, 2011 Council agenda.

EXECUTIVE SUMMARY

The City of Fresno is the property owner for all parcels located on the block bounded by E. Calaveras on the north, Van Ness Avenue on the east, Fulton Street on the west and E. Stanislaus Street on the south. Two designated historic resources are located on the block: the Fresno Bee Building (1922, National Register and Local Register HP# 119) and the former Theater 3 (PGE Building, 1926, HP#165). Also on the block are four buildings that are currently not designated as historic resources: the former Firestone Sales and Service Center (1502 Fulton Street, 1934), and three connected buildings located between 1520 and 1540 Fulton Street. At the November 15, 2010 hearing the Historic Preservation Commission found that the three buildings located at 1520 to 1540 Fulton Street were not eligible for the Local Register of Historic Resources.

The Commission however requested additional research on the former Firestone Sales and Service Center located at 1502 Fulton Street. Staff consulted additional primary and secondary sources and sent e-mail queries to individuals and agencies with a knowledge of local history. No additional information surfaced that supports the individual eligibility of the Firestone building to the Local Register.

The Commission at the December 13, 2010 meeting reviewed this additional research and on a 7-0 vote recommended that the property be considered for designation to the Local Register. Pursuant to FMC12-1609, staff proceeded to initiate the formal process required under the City's Historic Preservation Ordinance which included notification to the owners, additional documentation (as needed) and a public notice in the *Fresno Bee*. Staff hereby presents the consideration of the Firestone Sales and Service Center to the Commission for its formal recommendation to the City Council. This recommendation will be included in the staff presentation to Council on January 13, 2011. In addition, Commission members are encouraged to attend the 10:30 AM Council hearing.

BACKGROUND

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) Embodies the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values; or
- (iv) Has yielded or may be likely to yield, information in prehistory or history."

The City's criteria for assessing significance are patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects" ("How to Apply the National Register Criteria for Evaluation" 1998:44).

The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner or an authorized representative of the owner (12-1609(a). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609 (a) (1-9). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must physically visit the property, prior to the Commission hearing (12-1609 (c)(1), etc.

The property owner for the Firestone Sales and Service Center is the City of Fresno, who acquired the entire City Block 88 when the Fresno Metropolitan Museum defaulted on its Memorandum of Understanding (MOU) with the City. The City does not support designation of the Firestone Building but through the City Manager's office asked staff and the Commission to consider whether any of the four non-designated buildings on the site might be eligible for listing. Following a November 15, 2010 request by the Commission for additional information on the history and potential significance of the Firestone Building, the Commission at its December 13, 2010 hearing voted to pursue formal consideration for the Register. Therefore as allowed under FMC 12-1609, the Commission itself has initiated the request for designation, over the objections of the actual property owner.

The Firestone Sales and Service Center opened for business in August 1934 as a "Super Service Station." The building is therefore 76 years of age, well above the 50-year benchmark for designation (FMC 12-1607(a)(1). The building is in poor to fair condition, with some loss of integrity of materials and workmanship. But the building appears to retain sufficient integrity to its period of significance of 1934 pursuant to 1201607(a)(1) to be eligible for the Register. However, a resource must also have historic significance in order to qualify for the Local Register.

REPORT TO THE HISTORIC PRESERVATION COMMISSION

Formal Consideration of the Firestone Sales and Service Center for the Local Register

January 10, 2010

Page 3

The City's Historic Preservation Project Manager, who meets the Secretary of Interior's Professional Qualifications as an architectural historian and historian, evaluated the former Firestone Sales and Service Center for its eligibility to the Local Register of Historic Resources. In addition, the Building was also evaluated in a formal survey prepared for the City by Urbana Preservation and Planning (Exhibit B). Neither the City's Historic Preservation Officer nor the consultants found the Firestone Building individually eligible to the Local Register of Historic Resources.

Criterion i: Staff to date has not found any primary or secondary evidence to suggest that that Firestone building is associated with events that have made a broad contribution to the patterns of history (Criterion i).

Criterion ii: The building was one of many service centers constructed by the Firestone Company during this era and does not appear to be associated with the lives of persons significant in our past. The fact that one son of Harry Firestone (no Christian name reported in the press) visited the site during its opening is not sufficient to find the building eligible (Criterion ii).

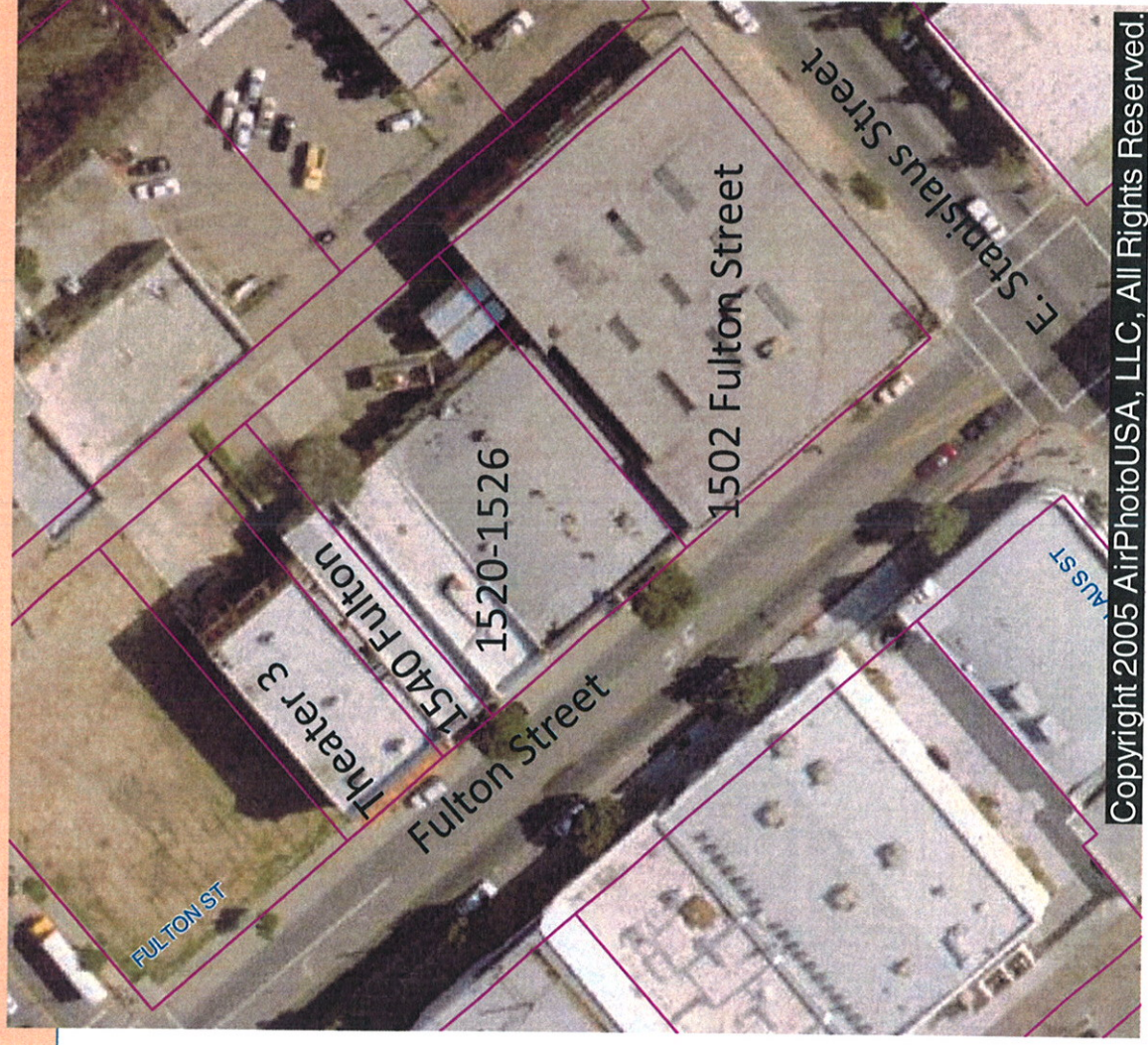
Criterion iii: The template for the floor plan was already adopted and popular several years earlier and stylistically the building is quite modest as an expression of the Streamline Moderne. The contractor, Trewhitt and Shields, was a well-known highly respected firm but they are associated with scores of construction projects throughout Fresno and there is no evidence that this represents one of their most significant efforts. The Firestone Building therefore does not rise to the threshold of eligibility under Criterion iii.

Criterion iv: The building is also not likely to yield information important in prehistory or history, Criterion iv, which is normally applied to sub-surface (archaeological) resources.

It is therefore the staff opinion that the former Firestone Sales and Service Center is not individually eligible for designation to the Local Register of Historic Resources. However, as a reminder, a non-historic building may still be a viable candidate for adaptive reuse.

Attachments: Exhibit A - 2005 Aerial of the Firestone Sales and Service Center.
 Exhibit B - Updated Primary and BSO Records for the former Firestone Sales and Service Center located at 1501 Fulton Street.

1502-1540 Fulton Street 2005 Aerial



PRIMARY RECORD

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

P1. Resource Name: Firestone Sales and Service Center

SURVEY UPDATE

*P2. Location: *a. County: Fresno

*b. USGS 7.5' Quad: Fresno South

c. Address: 1502 Fulton Street

d. Assessor's Parcel Number: 466-145-04

*P3a. Description: This former "Super Service Station" was constructed in 1934 for the Firestone Realty Company by local contractors Trewitt-Shields. The overall dimensions of the building when constructed were 125x150 feet. The Firestone Tire and Auto Service Building has been vacant for several years and the structural members and roof are showing signs of decay and stress.

*P3b. Resource Attributes: HP6 (1-3 story commercial, auto supply and garage)

*P4. Resources Present: ■ Building



P5b Photo date: 11.2.10

*P6. Date Constructed/Age and Sources: 1934, Certificate of Completion #773

*P7. Owner and Address: City of Fresno Cultural Arts Property Corporation

*P8. Recorded by: Karana Hattersley-Drayton
Historic Preservation Project Manager, City of Fresno

*P9. Date Recorded: 11.2.10

*P10. Survey Type: Intensive

*P11. Report Citation: Re-evaluation of Building for Fresno's Local Register of Historic Resources

*Attachments: ● Primary and BSO Records from *City of Fresno Arts-Culture Historic Property Survey, July 2006*
● Updated BSO form

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 6Z; 6L

UPDATE 12.2.10

*Resource Name: Firestone Sales and Service Center

B3. Original Use: Super Service Station

B4. Present Use: Vacant

*B5. Architectural Style: Industrial Vernacular

*B6. Construction History: Building permit issued to Trehwhitt-Shields on 12 July 1934; certificate of completion issued 5 October 1934. Permit issued for a 10x18' (?) room on 13 October 1937. A new roof permitted with strengthening for beams on 22 June 1943.

*B7. Moved? ☐ No

*B8. Related Features: The former Firestone Sales and Service Center is located on Block 88 of the City of Fresno. Extant buildings on this block include the former Fresno Bee Building (1922, National Register of Historic Places and Local Register HP#119) and the former PGE Building (Theater 3, 1926, HP#165). Also on the block and adjacent to the Firestone building are three buildings addressed between 1520 and 1540 Fulton Street.

B9a. Architect: Unknown

B9b. Builder: Trehwhitt-Shields

*B10. Significance: Theme: Automotive

Area: Fresno, downtown

Period of Significance: 1934-1960

Property Type: Super Service Station

Applicable Criteria: N/A

The Firestone "Super Service Station" located at 1502 Fulton Street in downtown Fresno opened for business in August 1934 with a three-day celebration. The building was constructed to house a "service station, display rooms, warehouse and retail tires sales and repairing department." In short, the station represented one-stop shopping for most needs of the Fresno driver and was described by one Firestone official as "the finest on the Pacific Coast" (*Fresno Bee* 29 August 1934). The building was undoubtedly designed in the Firestone offices but construction was bid out to local contractor Trehwhitt and Shields, with brick work by Fred F. Smith (*Fresno Bee* 24 June and 29 August 1934). The Firestone Tire and Rubber Company was founded in Akron, Ohio in 1900 by Harry S. Firestone. By 1910 the company manufactured more than 1,000,000 tires and incorporated design innovations that allowed automobiles to travel faster and more safely. In the 1920s Firestone began to open service stations which included sales of tires and other items (www.ohiohistorycentral.org.) This expansion of services was encouraged by trade publications such as *Motor Age* which urged its subscribers to become "Community Service Stations" where "the Tire Shop, the Battery Station, the Mechanical Shop, the Greasing Rack, the Automobile Laundry, and the Gas Station Combined to Help Each Other" (Liebs:102). Pre-fab manufacturers offered auxiliary buildings by the mid-1920s and one company, Michel and Pfeffer Iron Works in San Francisco, listed a "Super Building" plan for a corner site that would include services clustered around an island pavilion. Toward the end of the 1920s the dual functions of gas and service were often expressed in buildings L or U shaped in plan which formed a court around a central filling station. During the Depression gas sales slackened and oil companies became more dependent upon "TBA," the sales of tires, batteries and accessories (Liebs: 103). (Continued)

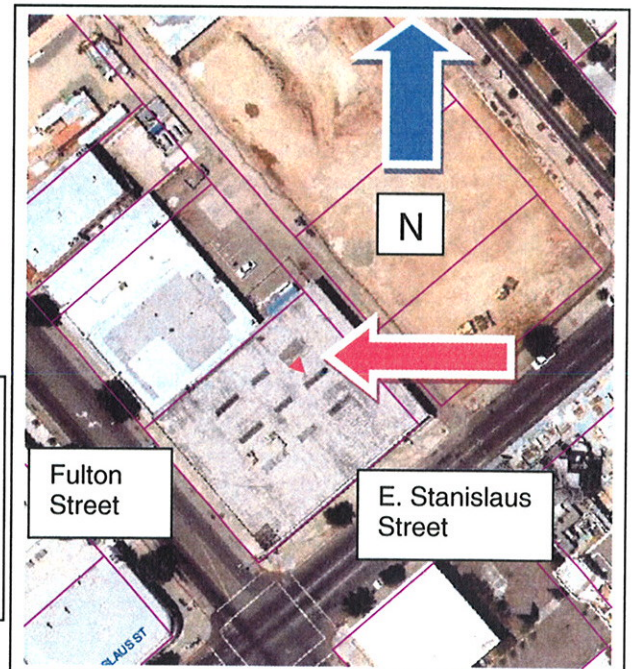
*B12. References: Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture*, 1995; John A. Jakle and Keith A. Sculle, *The Gas Station in America*, 1994; *Fresno Bee* articles 11 and 24 June 1934; 29 August 1934; "Firestone Tire and Rubber Company"

www.ohiohistorycentral.org (accessed 11.17.10); Ratkovich Plan Survey 1994; Personal communication, Miguel Rocha Santos 17 November 2010; Sanborn Fire Insurance Maps 1906, 1918, 1948, 1950, 1963; Building permits, City of Fresno for property; John J.-G Blumenson, *Identifying American Architecture*, 1977; Cyril M. Harris, *Dictionary of Architecture and Construction*, 2000; Spiro Kostof, *A History of Architecture: Settings and Rituals*, 1985; Alan Hess, *Googie Redux*, 2004.

*B14. Evaluator: Karana Hattersley-Drayton

*Date of Evaluation: 12.02.10

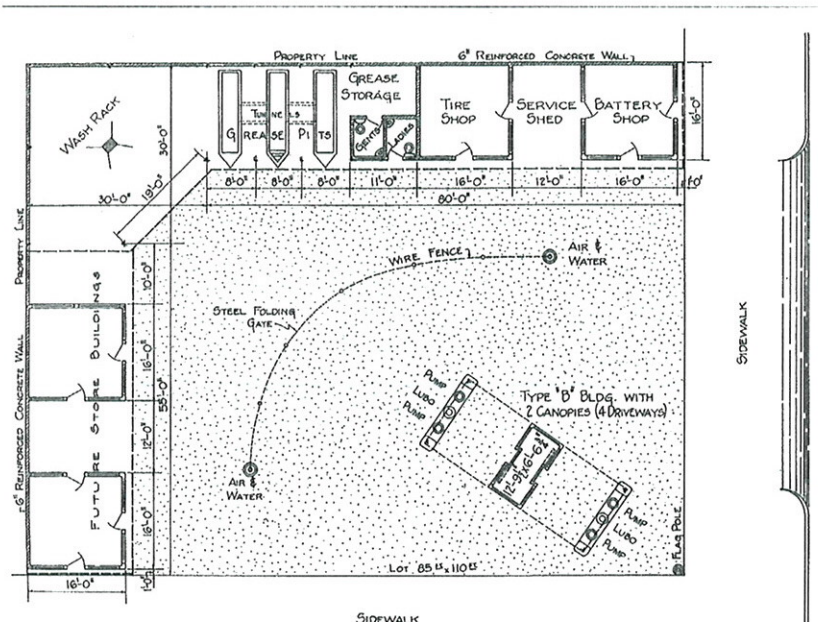
(This space reserved for official comments.)



*Recorded by: Karana Hattersley-Drayton

*Date: 12.02.10

■ Update



**Layout for Super
Service Station,
Michel and Pfeffer
Iron Works, San
Francisco, 1926.
(Chester H. Liebs,
p. 102)**

The 1950 Sanborn Fire Insurance map indicates that the site was in use as a "Tire and Auto Service Center." A 1963 permit on file with the City's Building Division indicates that at the time the complex was still owned by the Firestone Tire and Rubber Company. The Firestone Sales and Service Center has been vacant for several years and the structural members and roof are showing signs of decay and stress.

The building was included in the reconnaissance portion of the Ratkovich Plan Survey in 1994, thus no survey form was filled out for the complex but basic information was recorded for it in the City's historic preservation database. John Edward Powell, architectural historian, referred to the building stylistically as "modern utilitarian" with fair to good integrity and felt it was potentially eligible for the Local Register of Historic Resources. In the Arts-Culture District survey commissioned by the City in 2006, Urbana Preservation and Planning concluded that the Firestone building was in poor material condition but retained sufficient integrity to its "Firestone period of occupation." The consultants however did not find the Firestone Sales and Service Center to be individually eligible to the National, California or Local Register of Historic Resources and described the building stylistically as "Modern Auto Repair Garage," which is hardly a style. However not all buildings have style, although this 1934 building demonstrates modest stylistic elements found in the Streamline Moderne, particularly the flat roof and minimal "streamlining" detail along the cornice. However, as an example of Streamline Moderne, the architectural style that emerged out of Art Deco in the 1930s, there are far better examples in Fresno, such as the National Register Tower Theater. The Firestone complex therefore does not seem to be architecturally significant under Local Register Criterion iii. Nor is it exemplary as an expression of industrial vernacular.

The grand opening of the complex was covered in the local newspaper, as are most new businesses. One son of Harvey Firestone attended the store opening and declared the building to be "one of the finest layouts that he had ever seen" (*Fresno Bee* 29 August 1934.) However the overall concept and plan for the mix of services and sales was not new, but rather had been encouraged by trade journals since the late 1920s. A somewhat similar plan was printed in the 1926 catalogue for pre-fab buildings (see plan above). The (former) Firestone Sales and Service Center does not appear to be eligible to Fresno's Local Register under Criterion i and likewise it does not appear to be associated with an individual (or group) of importance to local or regional history (Criterion ii).

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary#: _____
HRI#: _____
Trinomial #: N/A
NRHP Status Code: 5D3
Other Listings: None

Review Code _____ Reviewer _____ Date _____

Page 1 of 2

*Resource Name or #: (Assigned by recorder) 1502 Fulton Street

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County Fresno

*b. USGS 7.5' Quad: Fresno South Date: 1978 T ; R ; $\frac{1}{4}$ of $\frac{1}{4}$ of Sec ; B.M.

c. Address: 1502 Fulton Street

City: Fresno

Zip: 93721

d. UTM: (Give more than one for large and/or linear resources) Zone 11, _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

Parcel #466-145-04

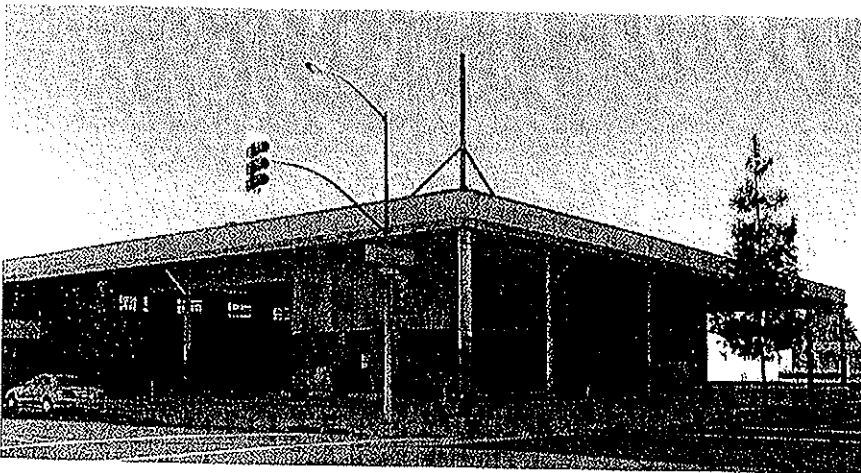
Arts Culture District Survey Block # 10

*P3a. **Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This modern-period automotive structure was constructed in approximately 1934 for use as a Firestone Sales & Service Store. The vacant structure is located at the northeast corner of the intersection of Fulton & Stanislaus Streets, and although in poor material condition, the structure provides a strong visual connection with Fresno's booming automotive sales and service industry between the c.1920s and 1950s. The one-and-one half story structure is comprised of two separate volumes and covered by a flat roof. The first volume is sited along the north lot line with an "L" shaped plan, brick walls, and multi-pane steel sash windows in the mezzanine/upper wall sections. The second volume appears to be square in plan and is sited near the southwest corner of the parcel. Field observations did not determine whether the second volume upper level wall sections are comprised of painted over windows, or are of wood or drywall construction. A wide automobile drive-thru separates the two volumes and provides entrance/exit points on Fulton & Stanislaus Streets. A broadly overhanging roof with a wide cornice once painted with Firestone signage, and supported by steel posts and beams, extends southerly from the L-shaped volume, covering the second volume and extending to the lot line at Fulton and Stanislaus Streets, as well as to the rear lot line at the alley that divides the subject block.

*P3b. **Resource Attributes:** (List attributes and codes) HP6 Auto Garage

*P4. **Resources Present:** ☐ Building ☒ Structure ☐ Object ☐ Site ☐ District ☒ Element of District ☐ Other (Isolates, etc.)



P5b. Description of Photo:

(View, date, accession #)

View North/Northeast

Photo Date: October 2005

*P6. **Date Constructed/Age and Source:**

☒ Historic, c. 1934

Fresno City Directories & Sanborn Maps

☐ Prehistoric ☐ Both

*P7. **Owner and Address:**

Fresno Metropolitan Museum of History &

Science, 1515 Van Ness Avenue

Fresno, CA 93721

*P8. **Recorded by:**

(Name, affiliation, and address)

Wendy Jinsley & Nicole Purvis

Urbana Preservation & Planning

248 3rd Street, #841, Oakland, CA 94607

1518 Myrtle Avenue, San Diego, CA 92103

*P9. **Date Recorded:**

February 2006

*P10. **Survey Type:** (Describe)

Pre-1961 properties - Intensive

Post-1960 properties - Reconnaissance

*P11. **Report Citation:** (Cite survey report and other sources, or enter "none.")

Urbana Preservation & Planning, City of Fresno Arts-Culture District Historic Property Survey Report, July 2006.

*Attachments: ☐ NONE ☐ Location Map ☐ Continuation Sheet ☒ Building, Structure, and Object Record

☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2

*NRHP Status Code: 5D3

*Resource Name or # (Assigned by recorder) 1502 Fulton Street

B1. Historic Name: Firestone Sales & Service Center

B2. Common Name: Firestone Sales & Service Center

B3. Original Use: Automotive — Tire Sales & Auto Service

B4. Present Use: Vacant

*B5. Architectural Style: Modern Auto Repair Garage

*B6. Construction History: (Construction date, alterations, and date of alterations)

Originally constructed in approximately 1934; no major alterations observed.

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____

*B8. Related Features: None

B9a. Architect: Not Identified

b. Builder: Not Identified

*B10. Significance: Theme: Automotive

Area: Fresno

Period of Significance: c.1934-c.1950s

Property Type: Auto Garage

Applicable Criteria: LHD1/4

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The 1502 Fulton Street property was built in c.1934 for use as the Firestone Company Sales & Service Center and was occupied by the Firestone Company through at least 1960. The structure was first delineated on the 1950 Sanborn Fire Insurance Map publication for Fresno as having an overall rectangular plan (accounting for the expansive flat roof) built with steel posts and beams and concrete flooring. By 1965-1970, when the structure was resurveyed by the Sanborn Company, the L-shaped volume at the north lot line was delineated, along with the expansive roof system. The configuration of the structure today appears identical to that depicted on the 1950 and 1965-1970 Sanborn Fire Insurance Maps. Although in poor material condition, the structure appears to retain integrity to the Firestone period of occupation, and appears eligible as a contributing element to a Thematic Automotive Historic District under the City of Fresno Local Historic District (LHD) significance Criteria 1 and 4 for its association with the automotive sales and service industry in Fresno. The property does not appear to be individually eligible for inclusion on the City of Fresno Local Register of Historic Resources, the California Register of Historical Resources, or the National Register of Historic Places.

B11. Additional Resource Attributes: (List attributes and codes) No additional resource attributes

*B12. References:

City of Fresno Planning & Development Department

City of Fresno Municipal Code

Fresno City & County Historical Society

Fresno County Library

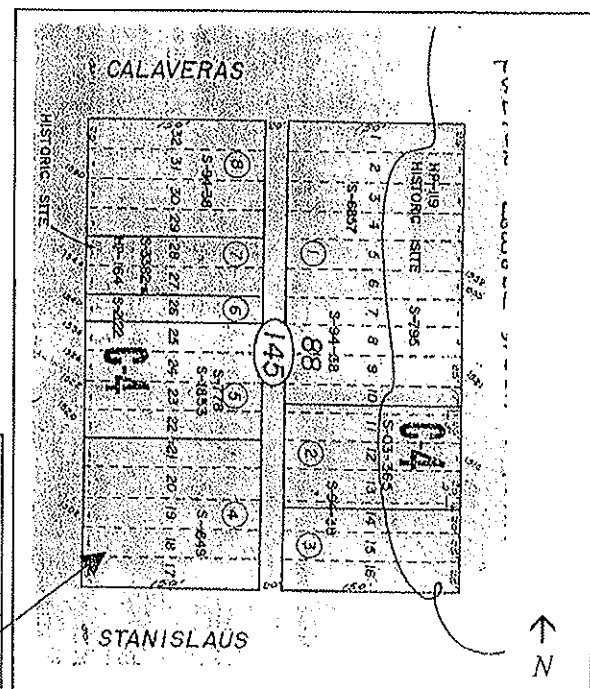
*See Report Bibliography for complete list of references

B13. Remarks: Strong Potential for Adaptive Reuse

*B14. Evaluator: Wendy L. Jinsley, Principal, Urbana Preservation & Planning,
240 3rd Street, #841, Oakland, CA 94607, 1538 Myrtle Avenue, San Diego, CA 92103

*Date of Evaluation: February 2006

(This space reserved for official comments.)






REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VIB
HPC MEETING: 01/10/11

January 10, 2011

FROM: KEVIN FABINO, Planning Manager 
Secretary, Historic Preservation Commission

APPROVED BY

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON 
Historic Preservation Project Manager

SUBJECT: CONSIDER RECOMMENDATION TO THE CITY COUNCIL THE DESIGNATION OF THE FUSD MAINTENANCE AND WAREHOUSE BUILDING LOCATED AT 717 SOUTH SEVENTH STREET TO FRESNO'S LOCAL REGISTER OF HISTORIC RESOURCES AND ADOPTION OF FINDINGS NECESSARY TO SUPPORT RECOMMENDATION PURSUANT TO FMC 12-1609

RECOMMENDATION

Staff recommends that the Commission find that the former Fresno Unified School District (FUSD) Maintenance and Warehouse Building located at 717 South Seventh Street is not individually eligible to the Local Register of Historic Resources. Pursuant to FMC 12-1609 (c) all considerations for the Local Register whether approved, disapproved, or modified must be reviewed by the City Council. The consideration of the Firestone Building has thus been placed on the January 13, 2011 Council agenda.

EXECUTIVE SUMMARY

In 2006 the City of Fresno's Housing and Community Development Division proposed to acquire a 2.85-acre parcel located at the southwest corner of South Eighth and East Ventura Avenues for a single and multi-family housing project. The parcel was eventually acquired using funds through the Home Investment Partnerships (HOME) Program, a branch of the Department of Housing and Urban Development (HUD). Due to the projected use of federal funds and pursuant to 36 Code of Federal Regulations Part 800, a comprehensive architectural survey was commissioned that evaluated all the former Fresno Unified School buildings on the parcel as well as all residences around the perimeter of the site for their eligibility to the National Register of Historic Places. The consultant found that none of the buildings within the project's Area of Potential Effects (APE) were eligible to the National Register nor were any potentially eligible to either the California Register of Historical Resources or Fresno's Local Register of Historic Resources.

Staff concurred with all the findings in the survey but one and recommended that the Commission consider the eligibility of Building E, the former Fresno Unified School District Maintenance and Warehouse Building (1936) for the Local Register due to its association with the firm Franklin and Kump and the Works Progress Administration (WPA). The Commission at a public hearing held on October 23, 2006, reviewed the historic survey and agreed with staff that this building appeared to be individually eligible to the Local Register. The City through the RFP process asked potential developers to include the warehouse building for adaptive reuse in their conceptual plans. Unfortunately an arson fire two years ago further eroded its structural stability. In addition, projected costs for the restoration of the former Warehouse are estimated at \$1,792,713 and conceptual plans would by necessity obscure the character defining features of this late Art Deco/moderne building (see Exhibit C). In light of the fire and other mitigating factors staff finds that the former Fresno Unified School District Maintenance Building no longer

meets the threshold for designation to the Local Register of Historic Resources due to a lack of integrity to its period of significance.

The Commission at the December 13, 2010 meeting reviewed a staff report on the former FUSD Warehouse and on a vote of 7-0 recommended that the property be considered for designation to the Local Register of Historic Resources. Pursuant to FMC 12-1609, staff proceeded to initiate the formal process required under the City's Historic Preservation Ordinance which included notification to the owners, additional documentation (as needed), a schedule of tours to access the interior of the building, and a public notice in the *Fresno Bee*. Staff hereby presents the consideration of the FUSD Maintenance and Warehouse Building to the Commission for its formal recommendation to the City Council. The recommendation will be included in the staff presentation to Council on January 12, 2011. In addition, Commission members are encouraged to attend the 10:30 AM Council hearing.

BACKGROUND

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) Embodies the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values; or
- (iv) Has yielded or may be likely to yield, information in prehistory or history."

The City's criteria for assessing significance are patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects" ("How to Apply the National Register Criteria for Evaluation" 1998:44).

The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner or an authorized representative of the owner (12-1609(a). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609 (a) (1-9). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must physically visit the property, prior to the Commission hearing (12-1609 (c)(1), etc.

The property owner for the FUSD site is the City of Fresno, who recently acquired the site in order to build a mixed use project that will combine low-income housing with commercial and retail uses. The City does not support designation of the FUSD Warehouse to the Local Register at this time, in part due to technical studies commissioned by the City's RDA which indicate structural deficiencies with the building and the very high cost to fully restore it for either residential or commercial use. Pursuant to FMC 12-1609, the Commission itself may initiate consideration of a property for the Local Register. At the December 13,

2010 meeting the Commission, on a 7-0 vote, took action to request designation, over the objections of the actual property owner.

The FUSD Warehouse was constructed in 1936 for use by the school district as a warehouse facility. The building is thus 74 years old, well above the 50-year benchmark required for designation under FMC 12-1607(a)(1).

To be eligible for designation a property must have integrity to its period of significance as well as have historic significance under one or more criterion.

The City's Historic Preservation Project Manager, who meets the Secretary of Interior's Professional Qualifications as an architectural historian and historian, evaluated the FUSD Maintenance and Warehouse Building for its eligibility to the Local Register of Historic Resources. In addition, the Building was also evaluated in a formal survey prepared in 2006 for the City by J and R Environmental Services as required under federal law (Exhibit B). Neither the City's Historic Preservation Officer or the consultant find that the building (currently) is eligible for listing on the Local Register of Historic Resources.

Criterion i: In 2006 staff and commissioners found that the building appeared eligible under Criterion i as one of the few WPA-funded buildings in Fresno; staff also found that the building was eligible under

Criterion ii: for its association with both Allied Architects but particularly with Ernest Kump Jr. and Charles H. Franklin; in addition the building was initially considered eligible under

Criterion iii: as an important example of WPA architecture that additionally represented a transitional design for the new partnership of Franklin and Kump.

Integrity: For buildings to be eligible to the Local Register they must, however, possess both historic significance as well as integrity to their period of significance (see discussion earlier). Since the Warehouse was first surveyed in 2006 the building has suffered a fire which destroyed a portion of the roof as well as additional vandalism and water damage on the interior, which has led to a loss of integrity of workmanship and materials. In addition, integrity of setting, feeling, and association has been lost or will be lost in the near future with the removal from the site of the other school buildings that formed part of the overall complex. The building currently retains high integrity to its period of significance for design, as evident from the chevron patterned spandrels and modest neoclassical elements on the principle elevations of the larger 2-story portion of the building. However, according to technical studies prepared by Vincent and Company, whose principal served on the Historic Preservation Commission for ten years, any residential or commercial use of the building would necessitate the removal or loss of the decorative spandrels, which are the major character defining feature of this modest WPA building (Appendix C and D). Thus, in order to use the building, rather than have it sit vacant in the middle of this proposed mixed-use project, it would by necessity lose integrity of design, which would disqualify it as a historic resource.

The FUSD building thus appears to have insufficient integrity to its period of significance to be eligible to the Local Register pursuant to FMC 12-1607(a)(1).

Warehouse Building.

- Exhibit B - Primary and BSO Records for the FUSD Maintenance and Warehouse Building Located at 717 South Seventh Street, Fresno, Prepared by J and R Environmental Services 13 August 2006 for the City of Fresno.
- Exhibit C - Summary of Inspection and Analysis of Existing Fresno Unified School District Maintenance and Warehouse Building Located at 717 South Seventh Street 16 November 2010.
- Exhibit D - Staff Report to the HPC Prepared for December 13, 2010 meeting.



717 S.
Seventh
Street,
Former FUSD
Maintenance
and
Warehouse
Building
(2008 Aerial)

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

P1. Resource Name: Fresno Unified School District (FUSD) Maintenance and Warehouse Building **(UPDATE)**

***P2. Location:** *a. **County:** Fresno

*b. **USGS 7.5' Quad**

c. **Address:** 717 South Seventh Street, Fresno

d. **Assessor's Parcel Number:** 470-052-02T

***P3a. Description:** DPR forms from 2006 survey are attached. Photo from February 2010 as below. Since original survey forms were prepared there has been a fire in the building which destroyed a portion of the roof. Additional vandalism and water damage have also occurred over the past 4-5 years.

***P3b. Resource Attributes:** HP8 (former warehouse for School District)

***P4. Resources Present:** •Building



P5b Photo date: 2.23.10

***P6. Date Constructed/Age and Sources:** 1936, architectural plans on file

***P7. Owner and Address:**
City of Fresno
2600 Fresno Street
Fresno, CA 93721

***P8. Recorded by:**
Karana Hattersley-Drayton
Historic Preservation Project
Manager, City of Fresno

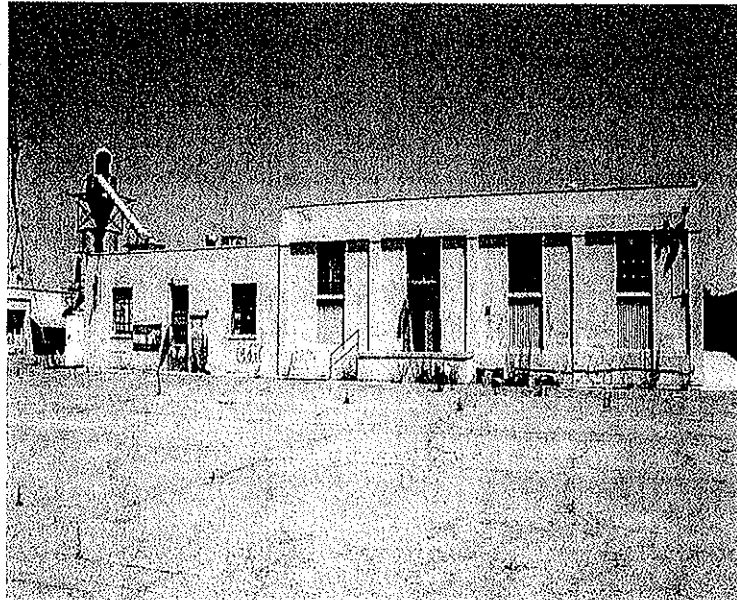
***P9. Date Recorded:**
5 January 2011

***P10. Survey Type:** Intensive

***P11. Report Citation:** *Historic Property Survey of the Fresno Unified School District Property at 717 South Seventh Street, Fresno, California* Prepared by J and R Environmental Services for the City of Fresno 13 August 2006

***Attachments:** •DPR forms from 13 August 2006 as attached

**HISTORIC PROPERTY SURVEY
OF THE
FRESNO UNIFIED SCHOOL DISTRICT PROPERTY
AT
717 SOUTH SEVENTH STREET
FRESNO, CALIFORNIA**



Submitted to:

Ms. Claudia Cazares
Project Manager
Housing & Community Department
City of Fresno
2600 Fresno Street
Fresno, California 93721

Submitted by:

Jon L. Brady, M.A.
J & R Environmental Services
17900 Auberry Road
Clovis, CA 93611

August 13, 2006

PRIMARY RECORD

Primary #: _____
HRI # _____
Trinomial _____
NRHP Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

*Resource Name or #: Fresno Unified School District Property

Map Reference No.: 8

P1. Other Identifier:

*P2. Location:

*a. County: Fresno

b. Address: 717 S. Seventh Street City: Fresno Zip: 93702 *c. USGS 7.5' Quad: Fresno South Date
Photo Revised 1981 T: 14S ; R: 20E ; Sec: 11 ;

*e. Other Locational Data (APN #): 470-052-02; Lots 4-23 inclusive in Block 2 of Lincoln Hill Addition (1888) and Lots 1-4 of Block 8, Lots 1-4 of Block 9, and Lots 4-10 of Block 10, all in the Kenmore Park Subdivision (1911)

*P3a. Description:

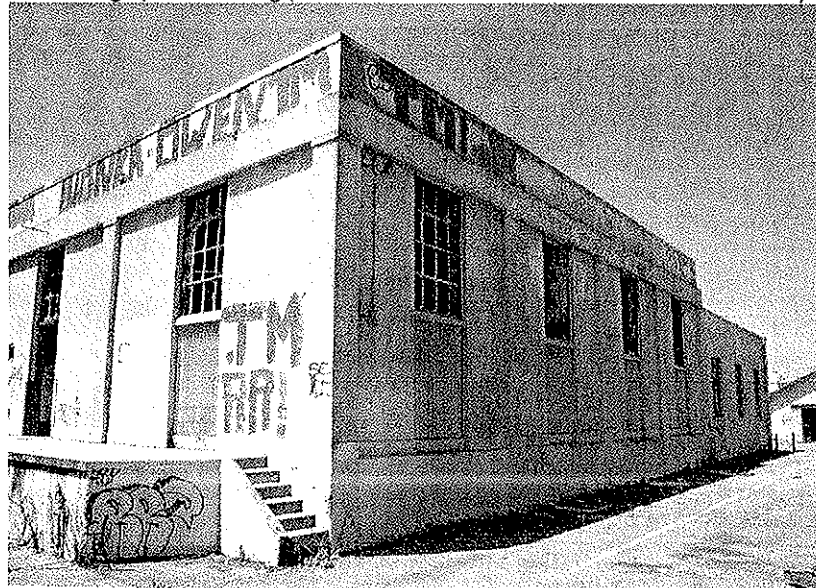
The Fresno Unified School District owns 2.836 acres of land at 717 S. 7th Street. Buildings constructed in 1936 and 1951. The earliest are a warehouse and maintenance building (Building A; Feature 5) and storage building (1936 portion of Building F; Feature 6), both constructed with WPA funding in 1936. The structures erected in 1951 include a auto repair/maintenance and office/storage building (Building A; Feature 1), a plumbing shop (Building B; Feature 2), a warehouse (Building C; Feature 3), a storage shed that parallels S. Eighth Street (Feature 4), a electric shop and storage building (Building F; Feature 6), and a store room and warehouse (Building G; Feature 7). Presently, this Facilities and Maintenance Division is vacant. The entire complex is enclosed with a six-foot chain-link fence and gate.

The buildings are described as follows:

Feature 1 – Auto Repair and Machine Shop (Building A – 1951; Photo No. 2): This is an "L"-shaped brick building with a low-pitched half-barrel roof and parapet roofline. The exterior brick walls rest on a three-foot concrete foundation. Character - defining features on the south elevation include the stepped wall, multiple-auto bays with metal roll-up doors as well as a single wood-panel and glass roll-up door (probably original). Each of these are separated by rectangular concrete columns, as well as a double-wide metal doors hinged at the top, and twelve-pane steel-framed awning and fixed windows. The east elevation is

P3b. Resource Attributes: HP 6: 1-3 Story Commercial Building

P5. Photograph or Drawing (Photo No. 1 View southwest toward north elevation)



*P4. Resources Present: ■ Building

P5b. Description of Photo: Refer to Photographs 1-16.

*P6. Date Constructed/Age: 1936/1951

*P7. Owner and Address:
Fresno Unified School District
Facilities Management and Planning
Department
4600 N. Brawley Avenue
Fresno, CA 95722

*P8. Recorded by:
Jon L. Brady
J & R Environmental Services
17900 Auberry Road
Clovis, CA 93619

*P9. Date Recorded: July 2006

*P10. Type of Survey: ■ Intensive
Describe: Architectural

P11. REPORT CITATION: *Historic Property Survey of the Fresno Unified School District Property at 717 South Seventh Street, Fresno, California*

*Attachments: ■ Building, Structure, and Object Record ■ Continuation Page

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #: _____
HRI # _____
Trinomial _____
NRHP Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

defined by two auto-bays with wood-and-glass roll-up doors, along with twelve-pane steel-framed windows that combine both fixed- and awning-type frames.

The two northern-most auto-bays have been framed in with concrete to create office space, with steel-framed pedestrian doors allowing access to the interior spaces. Centered on the east elevation is additional office space, sheltered by both a flat wood awning (original) and later metal awning.

Feature 2 – Plumbing Shop (Building B – 1951; refer to Photo No. 3): This is an end-gabled brick building. The moderately-pitched roof has shallow eaves with exposed rafter tails on 24-inch centers. The roof is covered with rolled asphalt. The primary entry point is on the east elevation; the entryway includes double-wide wood-framed side-hinged doors. The original overhead track door appears to have been removed. Windows on the north and south elevations include steel framed windows that combine both fixed and awning types. The building has a concrete floor.

Feature 3 – Warehouse (Building C – 1951; refer to Photo Nos. 4-5): This is an elongated shed-type building. The three exterior walls include a formed three-foot concrete base that projects slightly outward beyond the brick walls which rest on it. All three load-bearing walls are constructed with concrete-capped brick. The north elevation, fronting the south side of Ventura Avenue, includes eight equally-divided, horizontally-raised panels of face brick and mortar; each panel is capped with a single course of cross-laid brick. Above each brick panel are recessed open panels that may have housed windows but, presently, are boarded up from the inside. The south elevation is divided into eight bays, of which seven are framed. The easternmost four bays have wood-framed sliding doors hinged at the top. Three other bays are accessed through pedestrian doors. The eighth bay is completely open.

Feature 4 – Storage Shed (Building D – 1951; refer to Photo No. 6): This is an elongated shed-type storage building with three load-bearing brick walls, resting on a two-foot concrete base, with the west side being open bays. The brick walls are concrete-capped. The shed-type roof is covered with rolled asphalt and supported on the open side (west elevation) with six-inch by six-inch posts evenly spaced. There are essentially eight bays, of which the last two at the south end are enclosed with wood-framed sliding doors.

Feature 5 – WPA Shop Building (Building E, 1936; Photo Nos. 1, 8-12): This is a two-story reinforced concrete-over-brick building on a three-foot concrete and earth-filled foundation with a single-story building attached on the west elevation. The two-story section measures 100 feet on the north and south elevations and 125 feet on the east and west elevations. The single-story wing measures 40 feet on the north and south elevations and 125 feet on the west elevation. Character-defining features include recessed panels, four on the north and three on the south elevations, and six on the east elevation, framed by false pilasters capped at the top capped by a concrete course band; and steel-framed fixed- and awning-type windows centered in the upper half of each panel (north and south elevations) with vertical-course brick panels laid diagonally, forming a ribbed pattern. On the east elevation, three of the panels have the same pattern as the north elevation, with two others having centered roll-up doors (Kinnear doors as defined in the 1935 blueprints), and the sixth panel (second from the north end) having double-wide tongue and groove doors centered with a steel framed awning and fixed window above. Access to each entry point on the east elevation is obtained via a six-step concrete loading platform paralleling the elevation's entire length. On the south elevation of the two-story wing is a second set of tongue-and-groove doors surmounted by a transom that is also centered on a recessed panel. Access is obtained by ascending a six-step concrete platform to the interior spaces.

The interior of this section of the maintenance and warehouse building is divided into three rooms, oriented east to west, and separated by brick walls resting on four-inch concrete floors over earth fill. The northernmost room was used for storage, while the middle room was used as a warehouse, and the southernmost room was used for lumber storage.

The single-story wing attached to the west elevation of the larger wing also has four-inch concrete mortar over brick. The roofline is the same as the larger wing. Character-defining features of this wing include false pilasters at the corners; steel-framed fixed-

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

and awning-type windows; and both single- and double-wide tongue-and-groove doors by transoms. This wing is divided into six rooms, oriented east to west. Starting from the north end, the first room was used as a paint shop, the second as an electrical shop, the third as a plumbing shop, the fourth as a welding and blacksmith shop, while the other two rooms were used as a wood shop.

Feature 6 – Electric Shops and Storage (Building F, 1951; refer to Photo Nos. 13-14): This building combines both the 1936 and 1951 construction periods. The eastern one-third of the existing building was constructed in 1936. The original shed-type building had brick load-bearing walls (east, west, and south elevations) with the façade (north elevation) composed of what appear to be four auto bays, accessed through large rectangular garage doors traveling on overhead tracks. The fourth bay located at the west end of the 1936 building is enclosed with wood siding and glass windows. Access to this section is gained through a wood-framed pedestrian door. The roof is covered with corrugated tin sheets, as is that section of the façade above the garage doors and roofline.

The section added in 1951 more than doubled the length of the building. The 1951 addition is also about five feet wider than the original section. The exterior walls are clad with stucco wrap over wood framing. The entryways are a combination of roll-up doors at two locations along with several pedestrian entry points. Windows on the north elevation include steel-framed awning windows.

Feature 7 – Storeroom and Warehouse (Building G, 1951; refer to Photo Nos. 15-16): This is a two-story rectangular building with a parapet roof. The exterior walls are brick. The asymmetrical façade (north elevation) includes a loading platform made of concrete, along with several metal roll-up doors located near the center. Located above one of the roll-up doors are steel-framed fixed- and awning-type windows. Louvered horizontal vents are located along the first and second stories on both the façade and the west elevation. The only other visible windows are located on the second story on the western end of the building. All of these windows have been broken out as a result of vandalism. There are two pedestrian entry points on the first level, both located at the east end. Access to the upper story is obtained up a steel-stair case on the western elevation.

A three-bay carport built in 1951 is located on the west side of Feature 5 (the WPA building).

The only piece of equipment on the property is a sawdust collector that stands about two stories high and is connected to the woodshop in the WPA building by what appears to be a one-foot diameter pipe. The pipe extends from the top of the sawdust collector to the roof of the WPA building. This piece of equipment appears to have been added to the complex in 1951 (Photo No. 11). It is a standard piece of equipment found in most industrial areas where lumber milling or wood working occurs.

BUILDING, STRUCTURE, AND OBJECT RECORD

Map Reference No.: 8

*NRHP Status Code: 6Z

*Resource Identifier: Fresno Unified School District Property

- B1. Historic Name:
B2. Common Name: None
B3. Original Use: Maintenance Facility
B4. Present Use: Vacant
*B5. Architectural Style: Minimalist with Classical Revival elements
*B6. Construction History: According to building permits, 1937 and 1957 aerial photographs, F.U.S.D. Facility records, and local city directories for 1936 through 1960, the first two buildings to be built were the WPA building referred to as the Fresno Schools Shop and a warehouse; the other buildings on the property were added in 1951 as part of an expansion project.
*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: N/A Original Location: Unknown
*B8. Related Features:
B9a. Architect: Charles H. Franklin & Ernest J. Kump, Jr. — Allied Architects of Fresno B9b. Builder: J. M. Brown (Brick work)
*B10. Significance: Theme: Commercial and Residential Architecture Area: Kenmore Park
Period of Significance: 1936 and 1951 Property Type: Industrial Applicable Criteria: A, B, & C

The subject property, historically, has had two separate addresses. Upon completion of the maintenance and warehouse building in 1936, the address was 3760 E. Ventura; it appears that when additional buildings were constructed in 1951, the address was changed to 717 S. Seventh Street (R.L. Polk and Company 1936-1955). The Fresno Unified School District Maintenance Facility location was originally part of the Lincoln Park Addition, recorded in 1888 at the request of F.P. Wickenshaw. In 1911 the Alexander Land Company divided a portion of this land, and it was thereafter called the Kenmore Park Subdivision. The first residence to be constructed within the school district property, circa 1917, was located at 751 S. Seventh Street. The home was owned by S. R. Hoffpauir. By 1936, additional residences had been constructed on lands now part of the 717 S. Seventh Street property.

Presently, there are seven buildings on this property, still owned by the Fresno Unified School District. Two of those buildings were constructed in 1936, one of which was built, in part, with Works Progress Administration (WPA) funds. The first of these is the Fresno City School Warehouse and Maintenance Building, which cost a total of \$27,000 to construct, approximately \$13,000 of the total defrayed by a WPA grant. A second, smaller storage building, which appears in a 1937 aerial photograph of the area (Henry Madden Library), must have been built at the same time; however, it does not appear in any of the designs and specifications associated with WPA funding. Plans for the new shop, warehouse, and maintenance building were under consideration as early as 1935.

Before the first phase of this complex was built, the Buildings and Grounds Committee of the Fresno City Board of

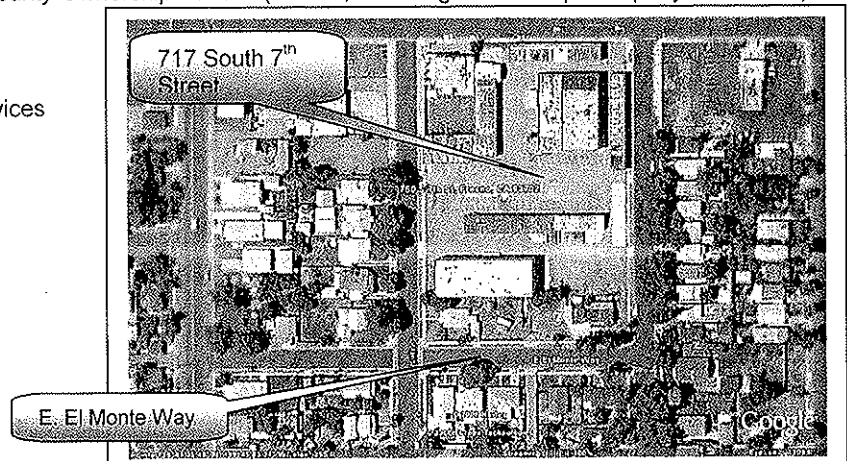
B11. Additional Resource Attributes: None

B12. References: McAlester, Virginia and Lee, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1990); Carter, Thomas and Peter Goss, *Utah's Historic Architecture, 1847-1940* (Salt Lake City: University of Utah Press, 1988). Blumenson, John J.G., *Identifying American Architecture — A Pictorial Guide to Styles and Terms, 1600-1945* (Nashville: American Association for State and Local History, 1977). Thompson, Thomas. H., *Official Historical Atlas of Fresno County* (Tulare, CA: Thomas H. Thompson 1891). Winchell, Lilbourne Alsip, *History of Fresno County and the San Joaquin Valley: Narrative and Biographical* (Fresno, CA: A. H. Crawston, 1933). Harvey, William, *Atlas of Fresno County, Fresno, CA. 1907. Key Map of Fresno County and a Portion of Kings and Tulare County Ownership Atlases* (Fresno, CA: Progressive Map Company 1935-1944).

B13. Remarks: N/A

B14. Evaluator: Jon L. Brady, MA
J & R Environmental Services
17900 Auberry Road
Clovis, CA 93619

Date of Evaluation: August 4, 2006



BUILDING, STRUCTURE, AND OBJECT RECORD

Education (later, the Fresno Unified School District) was interested in replacing the existing maintenance and shop facilities, located several blocks from the present site, which had been condemned by the local grand jury. Allied Architects were under consideration for the design of the new school administration building and they were also slated to develop plans for a \$10,000.00 shop and maintenance building as well. According to the *Fresno Bee* article dated April 10, 1935, the "...construction of the shop and maintenance building will be an SERA project." Dr. Norman B. Henderson, chairman of Buildings and Grounds Committee expressed concern over the lack of funding in the 1935-36 budget to complete the shop building. The Board of Education chose to allocate \$12,000 for the shop building and to proceed as far as the funding would go. The Fresno Board of Education, led by Dr. Norman B. Henderson, chairman of Buildings and Grounds Committee, formalized the plans for new school shop building in April 1935. The board signed a contract with Allied Architects in May 1935. Allied received a sum of \$2,000 to design the building and oversee construction. Charles H. Franklin was responsible for the plans for both the Fresno City School District administration building and the shop and maintenance building. The plans for the maintenance shop building were completed by him and his assistant, Ernest J. Kump, Jr., also of Allied Architects, on November 7, 1935. California State Architect George E. McDougall approved this work on February 4, 1936.

About this time, WPA funding in the amount of \$13,728.00 was approved. By 1936, the cost of the building had gone from an original estimate of \$10,000 to \$27,000.

Construction of the WPA shop and maintenance building commenced on June 4, 1936 when the City of Fresno School District entered into an agreement with J. M. Brown, a general building contractor, to install brick work for the erection of the maintenance shop building (Feature 5). While it is certain that other subcontractors were involved in the project, the only documentation retained concerning the project is a June 4, 1936 contract authorizing J. M. Brown to complete the brick work (Fresno County Recorder 1936; Fresno Unified School District Facilities Department 2006). The shop building was completed by October 22, 1936 when Brown signed a "Notice of Completion" that was filed with the County Recorder at the request of the City of Fresno School District.

The second building completed was the storage building (Feature 6). According to a 1951 aerial map (Henry Madden Library), an extension was added onto the building probably in 1951 (refer to Photo No. 14).

The largest expansion of the complex occurred in 1951. This required the purchase of additional property. The City of Fresno School District (later, Fresno Unified School District) purchased portions of Blocks 8, 9, and 10 of the Kenmore Park Subdivision. Five additional buildings were constructed. They included an auto repair and machine shop/office building, a plumbing building, two shed-type storage buildings, and a two-story storeroom and warehouse. Archival research failed to identify the architect or the builder. The only reference to the 1951 buildings in the Fresno City Planning Department's building permit files stems from a 1974 request to add fuel storage tanks within the building complex. Ancillary buildings added in 1951 include a carport. A large tank on steel legs is also located on the premises. It is connected to the wood shop within the WPA building. It functions to catch all the sawdust generated in the shop.

The subject property has been vacant since 1997, when new facilities were built in northwest Fresno, near W. Shaw Avenue. The Depression-era building, constructed in the Minimalist tradition, is simple in design and lacking in ornamentation perhaps necessitated by a tight economy. However, the building does not lack for character. Its smooth walls, symmetry, divided panels, steel-framed windows, use of brick to create decorative patterns, concrete course band, and entryways with transoms creates a pleasing overall aesthetic quality.

While the 1951-era buildings attempt to duplicate some of the character-defining features associated with the WPA building--such as smooth surfaces, simple lines, steel-framed windows, and wood-framed doors--they do not capture the character associated with 1936 building. Unlike the WPA maintenance building, some of the 1951 buildings, such as Feature 1 (the Auto Repair Shop), Feature 3 (warehouse), and Feature 4 (warehouse and storage), have been modified slightly. For example the Auto Repair Shop has undergone some modification such as the replacement of original wood auto bay doors with metal roll-up doors, as well as the enclosing of two of the auto bays and installing pedestrian access points. Feature 2 has had modifications to the open sides of the facility. Those alterations include enclosing bays, adding aluminum sliding windows as well as pedestrian doors. Feature 3 (warehouse) has undergone some modifications on its south elevation (open side facing the north side of 1936 WPA building), which resulted in the framing in of several previously open bays. A similar trend is apparent with a second warehouse (Feature 4) that was designed to house materials used in the WPA building. The two southern-most bays were enclosed during originally construction, followed by the enclosure of two additional bays.

BUILDING, STRUCTURE, AND OBJECT RECORD

The one building to undergo the most drastic modifications was the second 1936 building. This shed-type building with enclosed bays was modified in 1951. The building was extended an additional 150 feet to the west. The additions were incompatible with the original design, thus resulting in the loss of material integrity.

Architecturally, the 1951 buildings were built with little regard for style. These utilitarian industrial buildings were commonly found in the industrial parts of Fresno, with emphasis being on function rather than on style. They are without architectural distinction.

The entire building complex at 717 S. Seventh Street was evaluated for the National Register of Historic Places, the California Register of Historical Resources, and the City of Fresno Local Register of Historic Resources. None of the buildings within the complex appear to be eligible for the National Register. While the Fresno City School Warehouse and Maintenance Building is a WPA building, it is but one of many constructed as a part of the WPA program. During its brief history, among the Works Progress Administration's accomplishments were the "...construction of 116,000 buildings, 78,000 bridges, and 651,000 mi (1,047,000 km) of road...and seven hundred miles of airport runways" (Answers.com, Accessed July 2006). The workforce for many of the WPA projects were unskilled "...blue-collar workers in construction projects across the nation, but also employed white-collar artists, musicians, and writers on smaller-scale projects, and even ran a circus" (Answers.com, accessed July 2006). Historically, this building has no significant association with the WPA program other than the fact that it was built during the Depression-era. Therefore, this WPA building does not appear to be eligible under Criteria A.

Charles H. Franklin, as a partner and president of Allied Architects of Fresno, was the architect assigned to design and oversee the construction of the shop and maintenance building for the City of Fresno School District. Assisting him was Ernest J. Kump, Jr., the son of Kump Sr., a partner in Allied Architects of Fresno. Most of Franklin's work early on was done in Fresno and the surrounding area. Franklin is associated with a number of local WPA projects, including the Fresno Memorial Auditorium and the Fresno Schools Administrative Building. Both Franklin and Kump, Jr. would not achieve national prominence until 1941 when they were acknowledged for the with their radically modern Fresno City Hall (1941) that was later "...selected by the Museum of Modern Art as one of the most significant American structures built between 1932 and 1944" (Powell 1999). Even here that recognition was momentary. Neither architect achieved the same level of fame as Frank Lloyd Wright, or Richard Neutra. Franklin and Kump, Jr., was not the subject of multiple monographs and higher criticism. Therefore, the WPA building is not associated with persons significant in our past (Criteria B).

The subject property does not appear to be eligible for the National Register under Criteria C. While this building does have some distinctive characteristics such as the recessed panels with steel sash and decorative brick work, these features reflect the buildings once-pleasant appearance to the public eye; nor does this building appear to be representative of "high artistic values" called for in Criterion C. The architects for this project were indeed master craftsmen, however the Fresno City School Warehouse and Maintenance Building is not a prime example of their work. The lack of architectural design is attributable, not to a lack of skill on their part, but economy measures. Therefore, this building does not appear to be eligible under Criteria C.

The WPA building does not appear to be eligible for the California Register. The building does not appear to be associated with events that have made a significant contribution to the broad patterns of local or regional history (Criteria 1); nor does it appear to be associated with the lives of important persons important to local, California or national history (Criteria 2). Finally, the maintenance and warehouse building does not appear to embody the distinctive characteristics of a type, period, region or method of construction, nor does it possess high artistic values. While the building was indeed constructed by a master craftsman, Franklin and Kump, Jr., architecturally, it does not represent the best example of their work.

Finally, the 1936 WPA building was evaluated for the City of Fresno Local Register of Historical Resources. According to the eligibility requirements, it only needs to have integrity of location, setting, design, materials, and association. The only element this building lacks is that of setting. The original landscaping included shade trees, walkways, and other features specific to 1936. The construction of five additional buildings in 1951 resulted in compromising the subject property's integrity of setting. Landscaping was a part of the overall design of the 1936 buildings.

The subject property does not appear to be associated with events that have made a significant contribution to the broad patterns of our history. While this is a Depression-era building and partial funding through a federal program, the Works Progress Administration, numerous buildings were constructed during this period. Thus, this building does not appear to meet Criteria (i); nor does it appear to be associated with the lives of persons of significance in our past (Criteria (ii)).

Finally, the WPA building does not embody the distinctive characteristics of a type, period, or method of construction

BUILDING, STRUCTURE, AND OBJECT RECORD

associated with a master craftsman, or represent an example of high artistic values. While it is true that Franklin was well known in Fresno by 1936, the design of the WPA building by Franklin and his assistant and later associate, Ernest J. Kump, Jr., does not represent one of their best works.). WPA architecture, locally, is best represented by the Fresno City Hall and the Fresno Memorial Auditorium. Therefore, the WPA building does not appear to be eligible for the Local Register under Criteria (iii).

The second and smaller building constructed in 1936 and modified in 1951 lacks historical and architectural integrity, thus it is not eligible for the National Register, the California Register, or the Local Register.

The second period of significance is 1951. It is during this period that five additional buildings were added to the maintenance facility. None of them deemed architecturally significant. The buildings were evaluated for the National Register, the California Register and the Fresno Local Register. In each instance these five buildings were determined not to be associated with events (Criteria A), individuals (Criteria B), or embody the distinctive characteristics of a type, period, or method of construction associated with a master craftsman (Criteria C). Consequently, these five buildings do not appear to be eligible for the National Register, the California Register, or the Fresno Local Register.

If the recommendations are adopted, then the WPA building is not a historic resource for the purposes of CEQA.



4545 N. WEST AVENUE #118
FRESNO, CALIF. 93705

November 16, 2010

**Subject: Inspection and Analysis of Existing Fresno Unified School District
Maintenance and Warehouse Building located at 717 South Seventh
Street**

This report has been prepared to exam the potential re-use of the existing FUSD Maintenance and Warehouse Building and look at the viability of incorporating it into a mixed-use, affordable senior residential development. As originally outlined in the joint agency Request for Qualifications, the City Housing and Community Development Division and Redevelopment Agency were looking for a qualified developer who was capable of designing, financing, constructing, and operating a viable mixed-use development on this site. In our preliminary design concept we had proposed the demolition of all existing buildings on site.

We were selected as the developer for this site and approved at HCDC in early April. Since that time, we have worked with the Redevelopment Agency and City to finalize all of the language in the ENA for the subject property. Once all of the language and terms were agreed upon, the ENA was executed in August. It should also be noted that the original ENA document and timeframes did not contemplate all of the additional work and analysis that has been completed thus far and, subsequently, discussed in this report.

In previous discussions with the Redevelopment Agency, it was agreed that further analysis on the FUSD building must be undertaken to understand the viability of the existing building as an integral part of the final project. Over the course of the last two months, AMCAL has engaged the help of architect Scott Vincent of The Scott Vincent Architects, Inc., structural engineer Brad Young of Brad Young & Associates, Inc., Stephen Plauson of Technicon Engineering Services, Inc., and real estate professional Dirk Poeschel of Dirk Poeschel Land Development Services, Inc. to get a better understanding of the overall viability of the 12,500 square foot FUSD Maintenance and Warehouse Building.. In the subsequent pages you will find individual reports that outline the key factors to consider as we move forward with the proposed development.

The comprehensive analysis is comprised of five separate sections:

- Architectural Review
- Structural Investigation
- Cost Analysis
- Market Analysis
- Historical Preservation Ordinance Applicability
- Additional Real Estate Report – CB Richard Ellis Fresno Retail Market, Second Quarter 2010

Each section and corresponding report outlines specific details and analysis that further describe current conditions and how it may impact the future development of the FUSD building and overall site.

Executive Summary

Architectural Review:

- The anticipated commercial uses would focus on smaller neighborhood retail and services.
- Current building location and potential required parking would not be consistent with *Commercial Development Design Guidelines for Ventura Boulevard / Kings Canyon Road Corridor*.
- Extensive modifications to the building would be required to make it a marketable retail building, thus losing many of the historically rich architectural elements.
- Extensive parking would be necessary and the building would represent 12,500 square feet of new commercial / retail space.
- Extensive improvements and upgrades to the building would need to be made to bring the building up to code.

Structural Review:

- In its current state, the building should be considered an extreme safety hazard. There is a high probability of significant roof failure and collapse as a result of any heavy rain occurrences in the coming months.
- Approximately 80% of the roof structure has been severely damaged by roof leaks throughout the building and a fire at the front of the building.
- There are several roof girders that need to be removed and replaced. The potential for roof failure from standing water is highly possible.
- Currently the building does not have any observable roof framing-to-wall ties to prevent the masonry walls from pulling away from the roof framing.
- If the building is to be used for future use, all masonry walls will need to be X-rayed by a qualified testing lab to determine the size, spacing, and layout of the existing reinforcing bars within the walls.
- While the structural integrity of the exterior walls appear to be in relatively good condition, there is a significant amount of repair that needs to be completed in order to meet code requirements.

- Technicon Engineering Services Inc. completed shear test on the masonry walls and compression strength on the bricks. All tests came back with adequate findings.

Cost Analysis:

- The overall costs associated with the re-use of the existing building to bring it up to code and designed for smaller, neighborhood-serving retail spaces is extremely high and could be considered prohibitive.
- The building's roof must be completely removed and replaced. All new wall-to-roof connections must be installed.
- New support beams and girders must be installed throughout the structure.
- Building must be X-rayed by a qualified testing lab to determine the size, spacing, and layout of the existing reinforcing bars within all masonry walls.
- Adequately sized sewer, water, and electrical services must be installed to the building.
- Adequately sized air-conditioning units and fire sprinkler systems would need to be installed.
- Additionally structural evaluation and design must be completed in order to add additional windows and doors to the exterior of the building to make it a more viable commercial space.
- Individual restroom facilities would need to be constructed for the various rentable spaces.
- Preliminary Estimated to bring building to market is in excess of \$1.7 million.

Market Analysis:

- The Market Study summarizes several factors that make the viability and cost to rehabilitate the 12,500 square foot building infeasible.
- The overall retail market has suffered, and will continue to suffer for the foreseeable future, from high vacancy rates and decreasing lease rates.
- Based on the general condition of the area inclusive of the subject site, corresponding vacancy rates, rental rates and competition from nearby sources, no justification can be made for a commercial / office component of the proposed project.
- To the east of the subject property there are newer commercial centers that have been developed and appear to be attracting the area's commercial activity. Major national anchor tenants can be found at the retail centers along Kings Canyon Road located at Cedar Avenue, Peach Avenue, and Clovis Avenue. These newer commercial areas are more attractive, have higher traffic counts and larger parcels (typically 7-10 acres and larger) that can accommodate a range of compatible commercial uses that draw customers from a greater area.
- There is an oversupply of similar neighborhood-retail units in close proximity to the subject property.

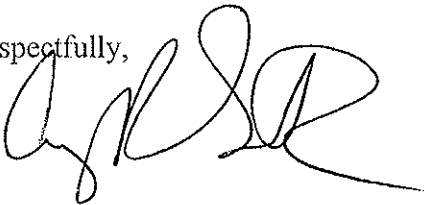
- The subject property area includes commercial, residential, and limited offices uses. In the immediate area there are several older, poorly maintained commercial uses along Ventura Boulevard.
- The location and immediate area has driven down the demand and lowered potential office and commercial rents.
- The cost associated with improving the FUSD to a viable, retail-oriented building that has adequate pedestrian access would be extremely high.

Historical Preservation Ordinance:

- Based upon the reports included in this analysis, the rehabilitation of the FUSD building would create an economic hardship.
- The rehabilitation and conversion of the building to retail would create an asset that is financially infeasible unless significant local funding is available.
- Using the income approach, the building's market value would only be \$609,830. The total cost to redevelop the building would be \$2,211,978, well above the market value.

It is the intent of this report to outline the architectural, structural, cost, and marketing associated with the existing FUSD Maintenance and Warehouse Building. It is our hope that this information can be used to further discussions between AMCAL, the Redevelopment Agency and the Housing Department to create a viable, sustainable development.

Respectfully,

A handwritten signature in black ink, appearing to read 'Craig R. Smith', written over the word 'Respectfully,'.


Craig R. Smith
Director of Development



REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VIB
HPC MEETING: 12/13/10

December 13, 2010

FROM: KEVIN FABINO, Planning Manager 
Secretary, Historic Preservation Commission

APPROVED BY

BY: KARANA HATTERSLEY-DRAYTON 
Historic Preservation Project Manager

DEPARTMENT DIRECTOR

SUBJECT: CONSIDER ELIGIBILITY OF THE FUSD MAINTENANCE AND WAREHOUSE BUILDING
LOCATED AT 717 SOUTH SEVENTH STREET TO THE LOCAL REGISTER OF
HISTORIC RESOURCES PURSUANT TO FMC 12-1607 and 1609.

RECOMMENDATION

Staff recommends that the Commission find that the former Fresno Unified School District Maintenance and Warehouse Building located at 717 South Seventh Street is not eligible to the Local Register of Historic Resources due to a loss of integrity and mitigating economic considerations.

EXECUTIVE SUMMARY

In 2006 the City of Fresno's Housing and Community Development Division proposed to acquire a 2.85-acre parcel located at the southwest corner of South Eighth and East Ventura Avenues for a single and multi-family housing project. The parcel was eventually acquired using funds through the Home Investment Partnerships (HOME) Program, a branch of the Department of Housing and Urban Development (HUD). Due to the use of federal funds and pursuant to 36 Code of Federal Regulations Part 800, a comprehensive architectural survey was commissioned that evaluated all the former Fresno Unified School buildings on the parcel as well as all residences around the perimeter of the site for their eligibility to the National Register of Historic Places. The consultant found that none of the buildings were eligible to the National Register nor were any potentially eligible to either the California Register of Historical Resources or Fresno's Local Register of Historic Resources.

Staff concurred with all the findings in the survey but one and recommended that the Commission consider the eligibility of Building E, the former Fresno Unified School District Maintenance and Warehouse Building (1936) for the Local Register due to its association with the firm Franklin and Kump and the Works Progress Administration (WPA). The Commission at a public hearing held on October 23, 2006, reviewed the historic survey and agreed with staff that this building appeared to be individually eligible to the Local Register. The City through the RFP process asked potential developers to include the warehouse building for adaptive reuse in their conceptual plans. Unfortunately an arson fire two years ago further eroded its structural stability. In addition, projected costs for the restoration of the former Warehouse are estimated at \$1,792,713 and conceptual plans would by necessity obscure the character defining features of this late Art Deco/moderne building (see Exhibit B). In light of the fire and other mitigating factors staff finds that the former Fresno Unified School District Maintenance Building no longer meets the threshold for designation to the Local Register of Historic Resources.

BACKGROUND

At the October 23, 2006 meeting of the Historic Preservation Commission, staff presented an alternative analysis of the potential eligibility of one of the buildings on the (former) FUSD maintenance site, the 1936 Warehouse and Maintenance Building. In brief, the Fresno City Schools Warehouse and Maintenance Building (Building E) appeared to be eligible to the Local Register of Historic Resources under Criterion i

as one of the few WPA-funded buildings in Fresno, under Criterion ii for its association with both Allied Architects but particularly with Ernest Kump Jr. and Charles H. Franklin; and under Criterion iii as an important example of WPA architecture that additionally represented a transitional design for the new partnership of Franklin and Kump. The fact that this modest maintenance/shop building was constructed at the same time as the more elegant Fresno Unified School District Office did not diminish its importance (Exhibit C). The Commission reviewed the survey and the staff report and on a 5-0 vote supported the eligibility of the Warehouse Building under Criteria i and iii (Exhibit D). It should be noted that the Commission action was part of a historic survey review and not part of a formal action to nominate the building to the Local Register of Historic Resources.

The parcel at Seventh and Ventura was acquired by the City but the proposed housing project was stalled for several years. During this time an arson fire in the Warehouse Building destroyed a section of the roof and further vandalism occurred to the interior. The Redevelopment Agency is currently in partnership with the City to develop the 2.85 acre parcel into a mixed use and senior housing project. The development company AMCAL Multi-housing Inc. has been selected through an RFP process. The architectural firm of Vincent and Company has prepared two sets of conceptual site plans, one that includes the building within the project footprint and one that calls for its replacement with a smaller retail building and more housing units. In addition, a structural analysis of the warehouse building was recently completed by Brad Young and Associates (Exhibit B).

In a series of reports prepared and released to staff on November 16th, AMCAL has summarized its findings on the potential adaptive reuse of the Warehouse Building for either residential or commercial use (Exhibit B). To briefly summarize, due both to the fire as well as to the age and construction of the building, the roof must be completely replaced and extensive improvements and upgrades would be required to bring the building to code. Although the masonry walls appear to be in good condition based on a visual inspection, they would need to be tested by a qualified lab to determine the existence and spacing of reinforcing bars. The building was constructed with a very modest budget during the height of the Depression. The one character defining feature of note is the chevron patterned spandrels which create a *chiaroscuro* play of light and shadow through the use of diagonally placed bricks. A residential use of this building would require sill heights to not exceed 44 inches above the finished floor, in order to provide emergency access. To use the space for commercial/retail use, it would be essential to have visual access to the spaces and thus both additional doors for exiting and window piercings enlarged and/or lowered. For both residential and commercial uses these distinctive spandrels would therefore need to be removed. The cost comparison for a new shell building (with a smaller footprint) versus the adaptive reuse of the existing is also not favorable: \$371,636 for the new building as compared to \$1,792,713 for restoration of the Warehouse. There is inadequate funding to fill this gap.

The Historic Preservation Commission reviewed the survey prepared by the consultant in 2006 and supported the Staff recommendation that the one building, Building E (Warehouse), appeared to be eligible to the Local Register of Historic Resources. The staff recommendation in 2006 was based on the pre-fire condition of the building as well as the proposal for adaptive reuse for a new in-fill complex. The RDA has commissioned the attached reports that indicate that the building can be restored but at a substantial cost and with, apparently, a concomitant loss of the character defining features that are intrinsic to the integrity of the building as a potential historic resource. In light of both the fire and the technical studies, staff cannot in good faith continue to support the eligibility of the building to the Local Register of Historic Resources. If the Commission disagrees, pursuant to protocols outlined in FMC 12-1609, a public notice will be placed in the *Fresno Bee* and the consideration of the building for the

Local Register will be on the January 24, 2011 agenda. Should the Commission nominate the building to the Register this recommendation will then be forwarded to the City Council for its consideration.



FUSD Warehouse February 23, 2010

- Attachments:
- Exhibit A - 2008 Aerial of 717 S. Seventh Street.
 - Exhibit B - Summary of Inspection and Analysis of Existing Fresno Unified School District Maintenance and Warehouse Building Located at 717 South Seventh Street 16 November 2010.
 - Exhibit C - HPC Staff Report on Historic Property Survey for the FUSD Property At 717 South Seventh Street, Fresno, California 23 October 2006.
 - Exhibit D - Minutes of the Historic Preservation Commission 23 October 2006.



REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VIC
HPC MEETING: 1/10/11

January 10, 2011

FROM: KEVIN FABINO, Planning Manager
Secretary, Historic Preservation Commission

APPROVED BY

BY: KARANA HATTERSLEY-DRAYTON
Historic Preservation Project Manager

DEPARTMENT DIRECTOR

SUBJECT: CONSIDERATION OF APPROVAL OF REQUEST BY THE PROPERTY OWNER TO RECOMMEND TO THE CITY COUNCIL THE DESIGNATION OF THE ALFRED AND MINNIE CHERIN HOME LOCATED AT 233 E. CORNELL AVENUE TO FRESNO'S LOCAL REGISTER OF HISTORIC RESOURCES AND ADOPTION OF FINDINGS NECESSARY TO SUPPORT RECOMMENDATION PURSUANT TO FMC 12-1609

RECOMMENDATION

Staff recommends that the Commission find that the Alfred and Minnie Cherin Home is eligible to the Local Register of Historic Resources under Criterion iii and request that the property be forwarded to the Fresno City Council for designation pursuant to FMC 12-1609.

EXECUTIVE SUMMARY

The property owner, Michael Weil, has requested that his contemporary style home located at 233 E. Cornell Avenue be considered for designation to Fresno's Local Register of Historic Resources. The single-family residence was built in 1949 for clothier Alfred Cherin and his (first) wife Minnie and was designed by Robert Stevens (FAIA), one of Fresno's leading mid-century architects. Of particular interest is that the home was Stevens' first commission, following the establishment of his firm in February 1949. Although the façade is quite modest, the interior and rear elevation marks the residence as distinctive. Due to the property's association with Robert Stevens, the Alfred and Minnie Cherin Home appears to be eligible to the Local Register under Criterion iii.

BACKGROUND

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) Embodies the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values; or
- (iv) Has yielded or may be likely to yield, information in prehistory or history.

The City's criteria for assessing significance are patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent, to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance, it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects ("How to Apply the National Register Criteria for Evaluation" 1988:44).

The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner or an authorized representative of the owner (12-1609(a)). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609(a)(1-9)). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must physically visit the property, prior to the Commission hearing (12-1609(c)(1), etc.

The property owner, Mark Weil, has requested that his home be listed (12-1609(a)). Pursuant to FMC 12-1609 (a) (1-9) staff has documented the property and has prepared survey forms (Appendix B). The property owner has been duly notified about tonight's meeting and a public notice was published in the *Fresno Bee* on 30 December 2010.

It is the staff opinion that the Alfred and Minnie Cherin Home meets the eligibility for individual designation on the Local Register of Historic Resources. It was constructed in 1949 and is therefore 62 years of age, over the 50-year benchmark for designation (FMC12-1607(a)(1)). With very minor alterations the home retains integrity of design, setting, materials, workmanship, feeling and association (12-1607(a)(1)). It is an excellent example of a mid-century modern residence and was designed by Robert Stevens as his first completed commission following establishment of his practice in February 1949.

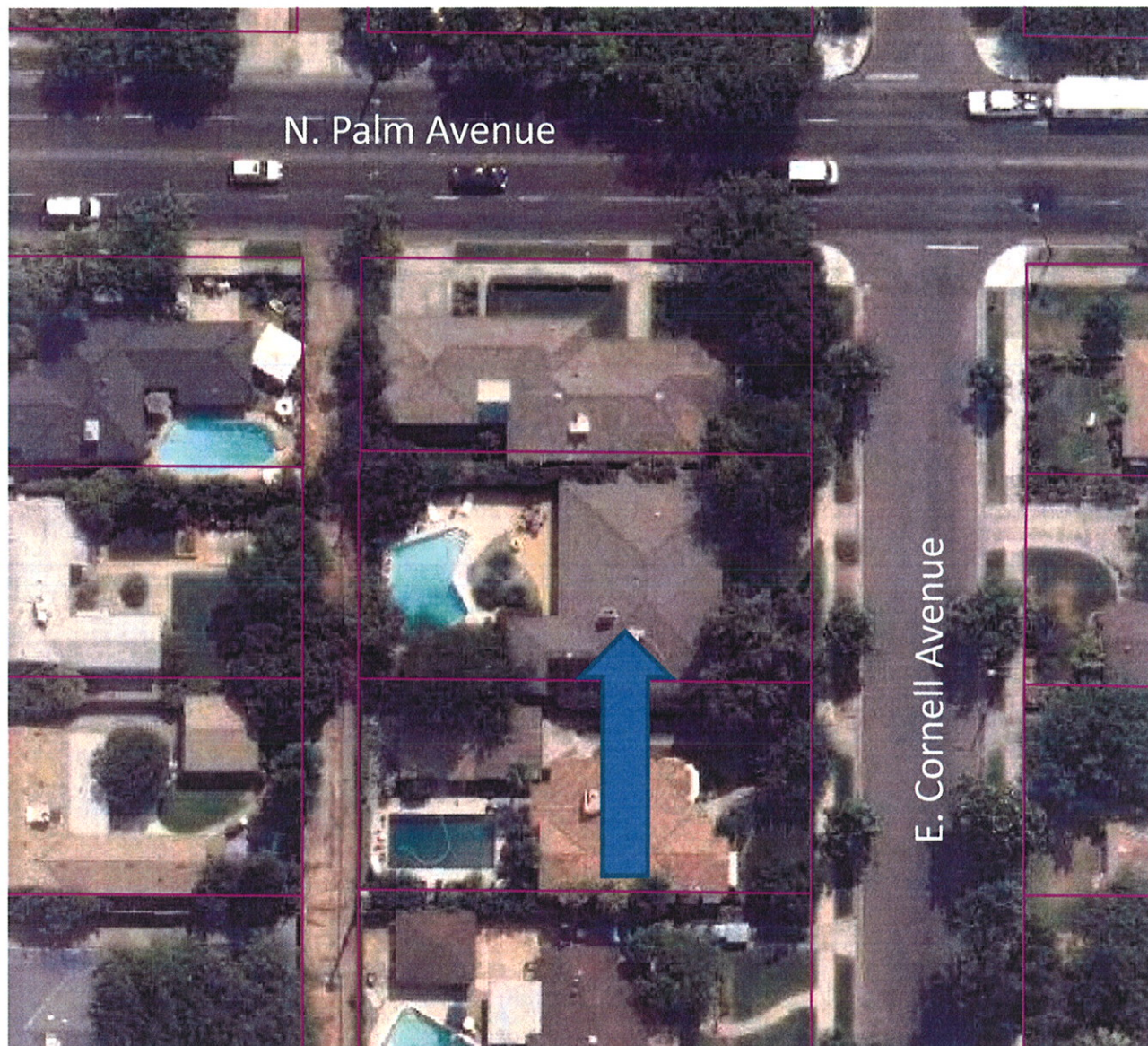
Stevens was a 1942 graduate of the University of Southern California College of Architecture and moved to Fresno following World War II to work for architect Walter Wagner. Soon after he went to work in the offices of David Horn and M.D. Mortland. In February 1949 he left Horn and Mortland to start his own firm. Robert Stevens was highly influenced by the work of modernists Shindler, Johnson and Neutra and he transferred their aesthetic and design principles to the context of the San Joaquin Valley. Stevens is credited with pioneering the "Garden Office" property type, many of which were constructed out of Hans Sumpf stabilized adobe bricks along the Shaw Avenue corridor. Stevens and Associates (or with partner Gene Zellmer) also designed the Fresno Convention Center, Bulldog Stadium, the CSUF Art Building, St. Columba's Church, Hoover High School and a score of residences throughout Fresno. Over his career he received a total of 14 regional AIA design awards and a fellowship from the AIA for his innovative work on the garden office.

Staff recommends that the Historic Preservation Commission find that the Alfred and Minnie Cherin Home is eligible for the Local Register of Historic Resources under Criterion iii and further recommends that the Commission forward the property to the Fresno City Council for consideration for Local Register designation pursuant to FMC 12-1609 (c)(4).

Request to Designate the Alfred and Minnie Cherin Home, January 10, 2011

Attachment:

Exhibit B- State of California Survey Forms for the Alfred and Minnie Cherin Home 5 January 2011 by Karana Hattersley-Drayton, M.A. for the City of Fresno.



Alfred and
Minnie Cherin
Home
233 E. Cornell
Fresno
2008 Aerial

PRIMARY RECORD

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

P1. Resource Name: The Alfred and Minnie Cherin Home

***P2. Location:** *a. **County:** Fresno

*b. **USGS 7.5' Quad:** Fresno North, 1965, photorevised 1961

c. **Address:** 233 East Cornell Avenue, Fresno

d. **Assessor's Parcel Number:** 443-053-11

***P3a. Description:** The Alfred and Minnie Cherin home has a modest façade which is largely shaded and concealed from view by a high hedge. It is the interior and rear elevation of the home which marks this residence as distinctive. In plan the home is essentially square with a hipped composition shingle roof. A cross-gabled projecting ell is located off the northwest corner. Stylistically the building is transitional with post and beam construction and contemporary/modern influences particularly evident on the rear elevation and in the birch wood paneled interior. The front glass panel door is centered with one clear skylight on the west side of the entrance. The roof has a large overhang on the façade and rear elevation. Façade windows are all steel sash casement. The rear elevation connects to a large patio which includes a Chinoiserie style wood pergola and in-ground pool and spa. Most striking are the expansive plate glass windows on the back of the house which connect the home to the garden (see photo below). The interior fireplace has an expansive sandstone face. The home is constructed on a slab and the garage, now enclosed, was formerly a room.

***P3b. Resource Attributes:** HP2 (Single-family residence)

***P4. Resources Present:** •Building



P5b Photo date: January 4, 2011 (living room, façade of home heavily shaded and impossible to photograph)

***P6. Date Constructed/Age and Sources:** December 3, 1949, Certificate of Occupancy, City of Fresno

***P7. Owner and Address:**
Michael Weil
233 East Cornell Avenue
Fresno, CA 93704

***P8. Recorded by:**
Karana Hattersley-Drayton
Historic Preservation Project
Manager, City of Fresno

***P9. Date Recorded:**
January 4, 2011

***P10. Survey Type:** Intensive

***P11. Report Citation:** Evaluation of the Alfred and Minnie Cherin Home for Fresno's Local Register of Historic Resources

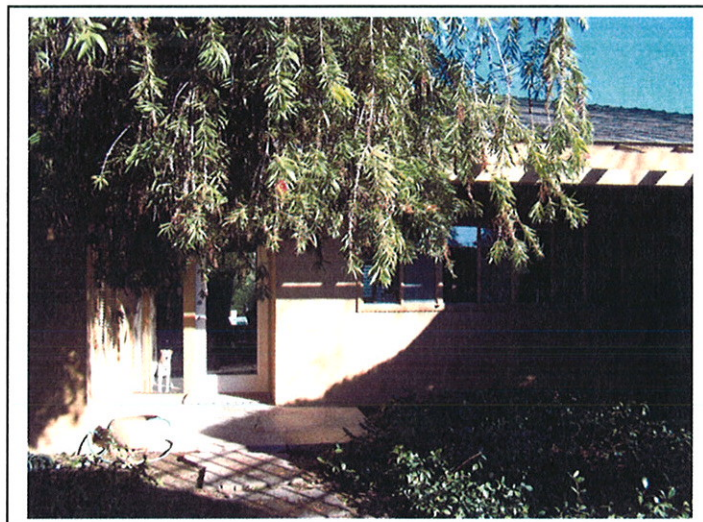
***Attachments:** • Building, Structure and Object Report; • Continuation Sheet

*Recorded by: Karana Hattersley-Drayton

*Date: 1.4.11

■ Continuation

*Top: façade of
home; pergola
in rear of home;
living room;
rear elevation*





BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 5S3

*Resource Name: The Alfred and Minnie Cherin Home

B3. Original Use: Single family residence B4. Present Use: Single-family residence

*B5. Architectural Style: Contemporary with post and beam construction

*B6. Construction History: A building permit was issued to the contractor C.L. Henningsen on 4.26.1949 for an estimated value of \$25,000. A certificate of occupancy was issued on 12.3.1949. An in-ground pool was added in 1962.

*B7. Moved? ☐ No

*B8. Related Features: The home is located on lots 19 and 20 of the Sexton Tract on a quiet block in the Fresno High Area.

B9a. Architect: Robert Stevens B9b. Builder: Carston Louis Henningsen

*B10. Significance: Theme: Mid-century Residential Architecture Area: Fresno, California

Period of Significance: 1949 Property Type: Contemporary/Post and Beam

Applicable Criteria: Local Register iii.

The Alfred and Minnie Cherin Home was designed by Robert Stevens (FAIA) in 1949 for clothier Alfred Cherin and his first wife, "Minnie." Alfred Cherin was born in Russia on March 7, 1905 and married Minnie Jacobs, a native of Alameda, California. Mrs. Cherin grew up with Marianne Stevens and when the Cherins relocated to Fresno in the late 1940s the two couples became close friends and Robert Stevens was asked to design the Cherin's new home. Stevens was a 1942 graduate of the University of Southern California College of Architecture and moved to Fresno after World War II to work for architect Walter Wagner. For three years he designed projects for architects David Horn and M.D. Mortland. The Cherin project (#482) was the first completed by Stevens after he opened his own office in February 1949. Stevens later joined forces with another USC graduate, Gene Zellmer. Robert Stevens was highly influenced by the work of modernists Shindler, Johnson and Neutra and he transferred their aesthetic and design principles to the context of the San Joaquin Valley. Stevens is credited with pioneering the "Garden Office" property type, many of which were constructed out of Hans Sumpf stabilized adobe bricks along the Shaw Avenue corridor. Stevens and Associates (or with partner Gene Zellmer) also designed the Fresno Convention Center, Bulldog Stadium, the CSUF Art Building, St. Columba's Church, Hoover High School and a score of residences throughout Fresno. Over his career he received a total of 14 regional AIA design awards and a fellowship from the AIA for his innovative work on the garden office.

The Alfred and Minnie Cherin Home appears to be eligible under Criterion iii to Fresno's Local Register of Historic Resources for its association with one of Fresno's leading mid-century architects which was also the first completed commission after he established his office in 1949. The home is an excellent example of mid-century residential building.

*B12. References: Interview with Bill Stevens et al by Karana Hattersley-Drayton and Lauren MacDonald 20 November 2007, Fresno; Phone interview with Bill Stevens by Karana Hattersley-Drayton 21 March 2007; *Mid-Century Modernism Historic Context* prepared by Planning Resources Inc. for the City of Fresno September 2008; City of Fresno building permits for Cherin Home; "The Historic Alfred Cherin Home" handout prepared by John Edward Powell 2 June 1994.

*B14. Evaluator: Karana Hattersley-Drayton

*Date of Evaluation: January 5, 2010

(This space reserved for official comments.)





REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VID
HPC MEETING: 1/10/11

January 10, 2011

FROM: KEVIN FABINO, Planning Manager
Secretary, Historic Preservation Commission

BY: KARANA HATTERSLEY-DRAYTON
Historic Preservation Project Manager

APPROVED BY

DEPARTMENT DIRECTOR

SUBJECT: CONSIDER RECOMMENDATION TO THE CITY COUNCIL THE DESIGNATION OF THE CREST THEATER TO FRESNO'S LOCAL REGISTER OF HISTORIC RESOURCES AND ADOPTION OF FINDINGS NECESSARY TO SUPPORT RECOMMENDATION PURSUANT TO FMC 12-1609

RECOMMENDATION

Staff recommends that the Commission find that the Crest Theater is eligible to the Local Register of Historic Resources under Criteria i and iii and request that the property be forwarded to the Fresno City Council for designation pursuant to FMC 12-1609.

EXECUTIVE SUMMARY

Pursuant to FMC 12-1609 staff has initiated a request to have the Crest Theater located at 1160 Broadway Plaza considered for designation to Fresno's Local Register of Historic Resources. The property owner, Gloria Elia Leon, agreed in 2003 to have the tower sign, marquee and ticket booth evaluated for the Register but has yet to sign the permission form to allow consideration of the entire theater complex. Nevertheless, it is the staff opinion that the Crest Theater, as a landmark gateway to Fresno's downtown and the only pre-1950 theater in Fresno to NOT be a registered landmark, deserves this protection and recognition. The 1949 Art Deco-retro design includes a "spectacular" neon/argon tower. The original marquee and ticket booth as well as the fairly modest streamline moderne exterior all retain integrity to the period of significance. Fresno's Crest Theater appears to be eligible to the Local Register of Historic Resources under Criteria i and iii and with further research may be eligible to the National Register of Historic Resources.

BACKGROUND

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) Embodies the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values; or
- (iv) Has yielded or may be likely to yield, information in prehistory or history.

The City's criteria for assessing significance are patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent, to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance, it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects ("How to Apply the National Register Criteria for Evaluation" 1988:44).

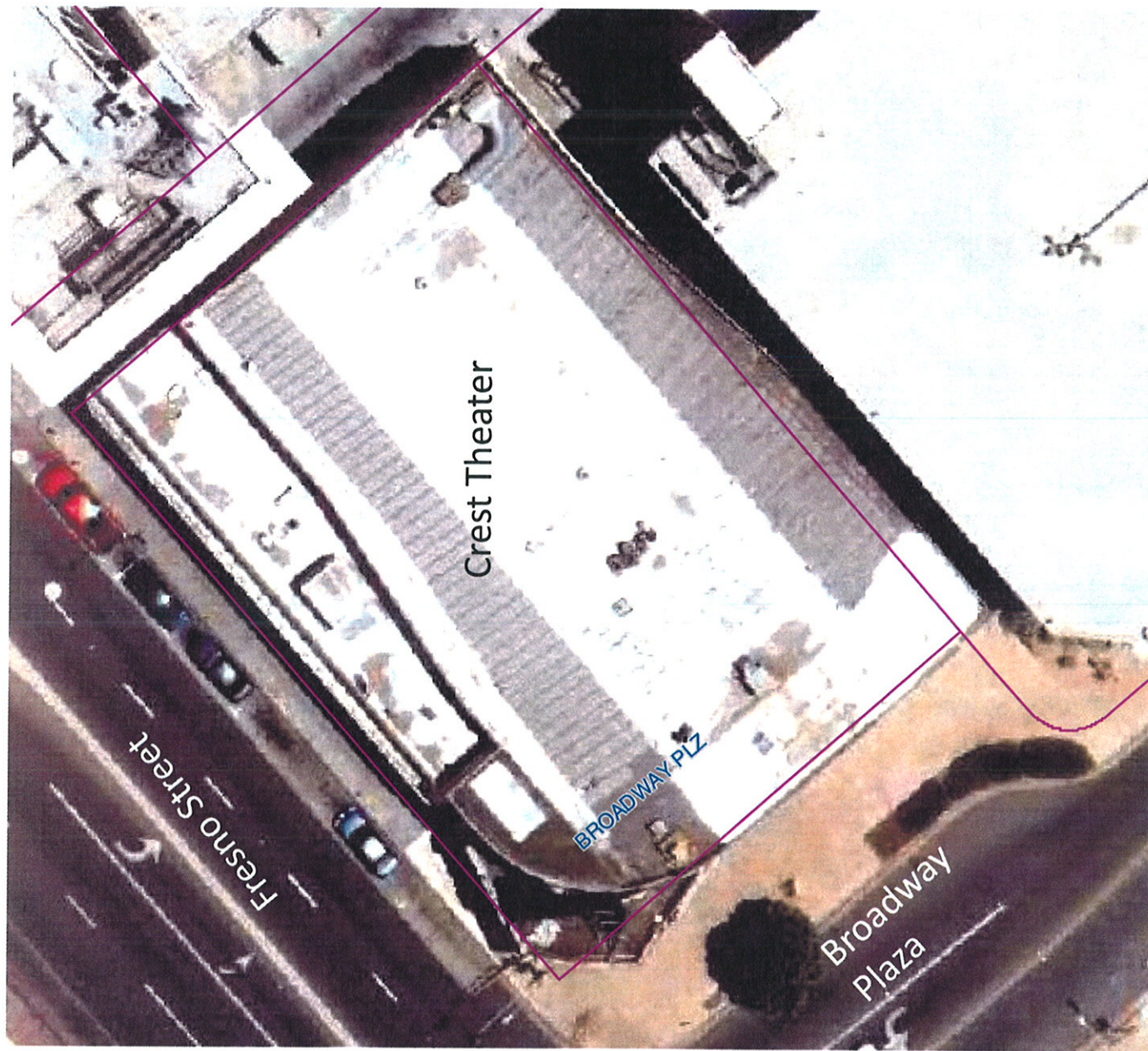
The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner or an authorized representative of the owner (12-1609(a)). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609(a)(1-9)). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must physically visit the property, prior to the Commission hearing (12-1609(c)(1), etc.

In 2003 City staff, with permission from the property owner, evaluated the Crest Theater tower sign, marquee and ticket booth for eligibility to the Local Register of Historic Resources and presented the evaluation to the Historic Preservation Commission for approval. On a 4-3 vote the City Council did not concur with staff and the Commission that the sign, marquee and ticket booth were worthy of designation. Over the past eight years staff has been in frequent contact with the owner, Gloria Leon. In July 2010 the owner met with City staff to discuss the potential for a Conditional Use Permit (pending with the Planning Division) and also discussed the benefits and constraints of placing the entire property on the Local Register. A letter with a copy of the Ordinance and the 2003 survey forms was sent to the property owner and her daughter on July 13, 2010. Several follow-up calls were also made by both the Historic Preservation Project Manager and the Planner assigned to the CUP application. Following discussions with Downtown and Community Revitalization staff and the RDA, Planning staff initiated the protocols to bring consideration of the Crest Theater before the Commission as allowed under FMC 12-1609(a). Pursuant to FMC 12-1609 (a) (1-9) staff completed updated survey forms as attached (Exhibit B). The property owner has been duly notified about tonight's meeting and a public notice was published in the *Fresno Bee* on 30 December 2010.

It is the staff opinion that the Crest Theater meets the eligibility for individual designation on the Local Register of Historic Resources. It was constructed in 1949 and is therefore 62 years of age, thus over the 50-year benchmark for designation (FMC12-1607(a)(1)). Although elements of the theater are in poor or fair condition, the theater retains integrity of design, setting, materials, workmanship, feeling and association (12-1607(a)(1)). The theater served an important function in the social and cultural life of Fresno in the mid to late 20th century (Criterion i). It is an excellent example of a type of building that was designed in an Art Deco-Retro style common in the late 1940s. In particular, the tower sign, marquee and ticket booth are stunning examples of a type and method of construction and the neon-argon sign and marquee are eligible as the work of a master, "tube bender" Howard Lund of Kaden Signs (FMC12-1607(a)).

Staff recommends that the Historic Preservation Commission find that the Crest Theater is eligible for the Local Register of Historic Resources under Criteria i and iii and further recommends that the Commission forward the property to the Fresno City Council for consideration for Local Register designation pursuant to FMC 12-1609 (c)(4).

Attachment: Exhibit A - Aerial Photograph (2008)
 Exhibit B- State of California Survey Forms for the Crest Theater
 Home 5 January 2011 by Karana Hattersley-Drayton, M.A.
 for the City of Fresno.



Crest Theater
1160
Broadway
Plaza, Fresno
2008 Aerial

PRIMARY RECORD

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

P1. Resource Name: Crest Theater

***P2. Location:** *a. County: Fresno

b. USGS 7.5' Quad: Fresno South

c. Address: 1160 Broadway Plaza, Fresno

d. Assessor's Parcel Number: 466-212-12

***P3a. Description:** The Crest Theater building is a movie theater and commercial complex designed in a late Retro Moderne style, with a mix of Art Deco and Streamline Moderne elements. The building is rectangular in plan but was designed to have its main theatre entrance on a diagonal facing the corner of Broadway (Plaza) and Fresno Street in downtown Fresno. The massing is irregular with a largely blank west elevation (above the store fronts) but with a row of 20-light metal sash fixed and casement windows on the second story of the north elevation. Streamline effects are created from this horizontal band of windows as well as the narrow cantilevered coping above the windows which is also above the first floor commercial spaces. Three businesses are located on the west elevation. At this time they are all apparently closed and the windows and doors are secured or masked. Four active businesses are located on the north elevation. In addition there is one entrance/exit to the theatre on this north elevation which may also provide access to the second story. The building roof is flat with a decorative irregular stepped parapet. The building is reinforced concrete clad in stucco, with some decorative tile at the theatre entrance. In particular the paving to the theater includes an elaborate treatment of swirls (see attached photo) that quotes that marquee and tower sign. The theatre entrance includes three full glass French style doors. Two matching sets of display windows flank this entrance. Each includes four separate windows for movie posters. The facing of the building beneath these windows is a light turquoise tile (or colored concrete) with a contrasting band of colored concrete beneath which ties into the entryway to the theater.

The tower sign, marquee and ticket booth are the focal point for the theater entrance. The sign is approximately 50 feet tall and is in a retro art deco style, which was popular for theaters in the late 1940s and 50s. **(continued)**

***P3b. Resource Attributes:** HP10 (Movie theater)

***P4. Resources Present:** •Building •Object



P5b Photo date: January 3, 2011

***P6. Date Constructed/Age and Sources:** 1949 (Certificate of occupancy 10.19.1949)

***P7. Owner and Address:**
Gloria Elia Leon
c/o The Crest Theater
1170 Broadway Plaza
Fresno, CA 93721

***P8. Recorded by:**
Karana Hattersley-Drayton
Historic Preservation Project
Manager, City of Fresno

***P9. Date Recorded:** 1.03.11

***P10. Survey Type:** Intensive

***P11. Report Citation:** *Evaluation of the Crest Theater for the Local Register of Historic Resources*

***Attachments:** • Building, Structure and Object Report; • Continuation Sheet

*Recorded by: Karana Hattersley-Drayton

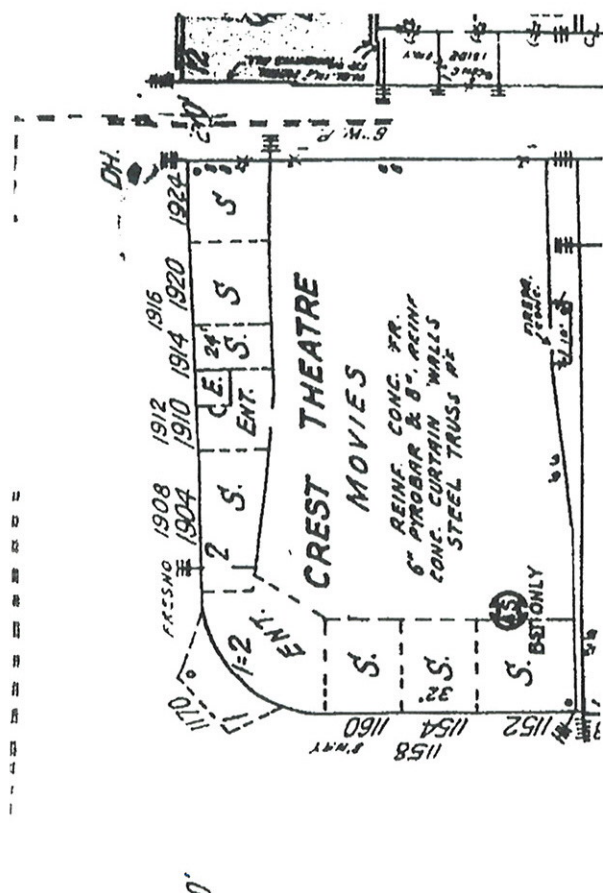
*Date: 1.6.11

■ Continuation

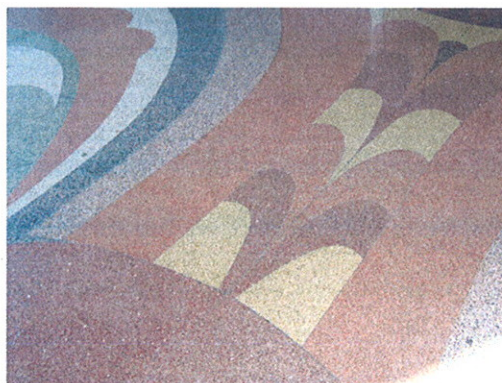
Primary continued:

The tower is constructed with an I-beam in the center with an angle iron frame and sheet metal cladding. The name "CREST" is spelled out in block letters in neon glass tubing on both sides of the tower. Bilaterally symmetrical ornamental spirals and linear and horizontal ribbons of neon tube flank both sides of the tower. A three-sided marquee is below the tower sign and is cantilevered over the entrance. "Crest" is spelled out in a cursive style in glass tubing on two sides of the marquee. Spirals and floral patterns in neon tubing run across the top of the marquee. The background of the tower and the top of the marquee is painted in a palette of soft greens, pinks and blues. The sign, when constructed, included approximately 15 colors in both neon and argon gases. Currently the sign is not lit.

The ticket booth is pre-fabricated and is built around an existing column. The sides of the booth are constructed of molded plaster of Paris overlaid with stainless steel. Molded plaster scrollwork and fleur-de-lis are reinforced with sisal and finished in gold leaf. The booth is now (2011) painted a light pink with the scrollwork picked out in a chocolate brown and the window glass is missing and boarded.



Sanborn Fire Insurance Map, 1950



Detail, Paving Entryway

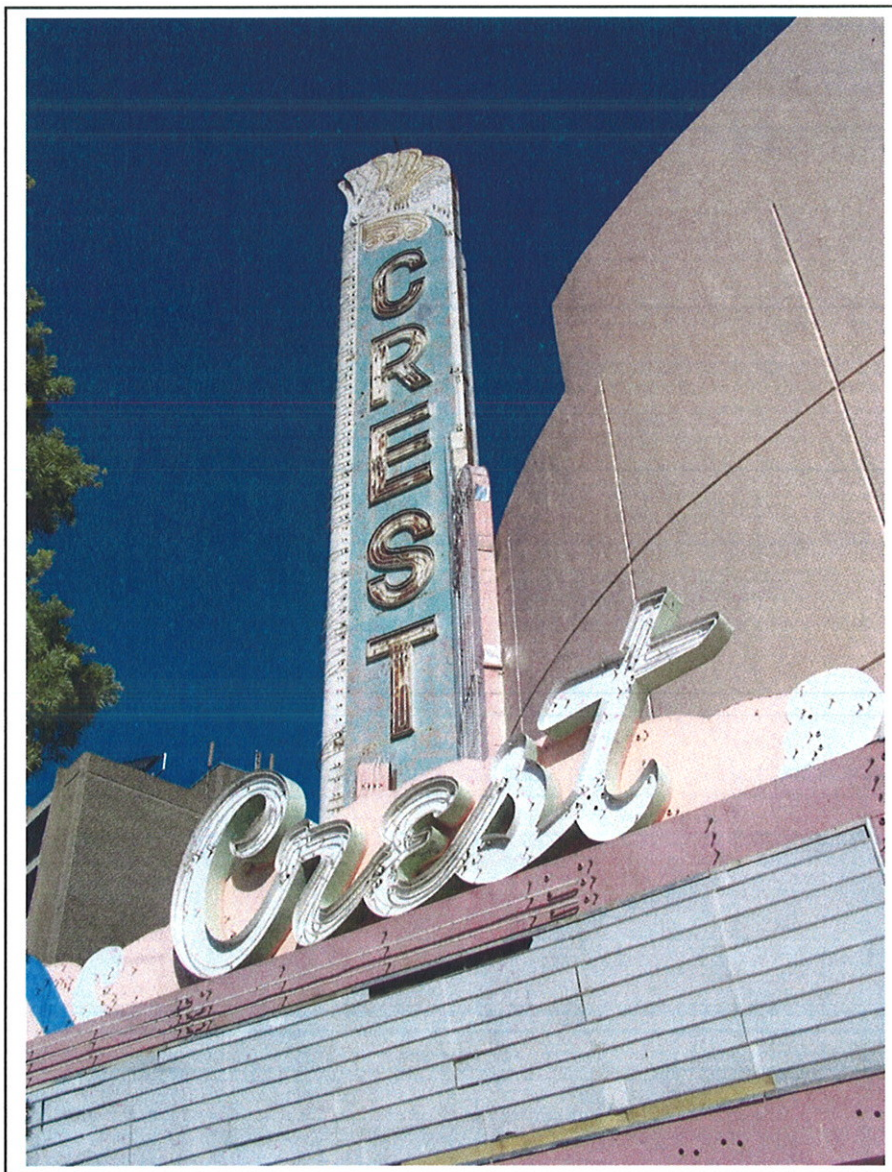
Resource: Crest Theater

*Recorded by: Karana Hattersley-Drayton

*Date: 1.5.11

☒ Continuation

☐ Update



*Crest Theater Tower Sign and Marquee designed by Howard Lund, Kaden Signs, 1948.
Ceiling of cantilevered entrance.*

*Recorded by: Karana Hattersley-Drayton

*Date: 1.03.11

■ Continuation

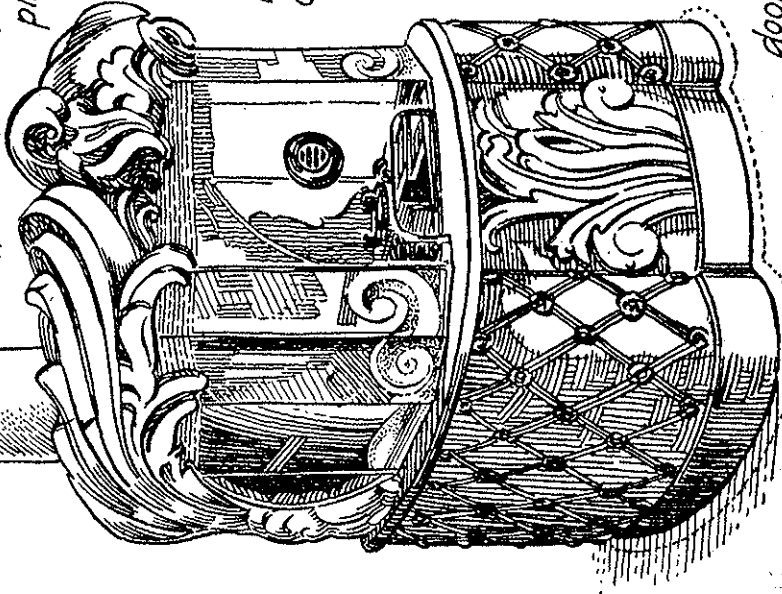


Top image: north elevation of the Crest; left above: west elevation; right: ticket booth and paving at entrance to the theater.

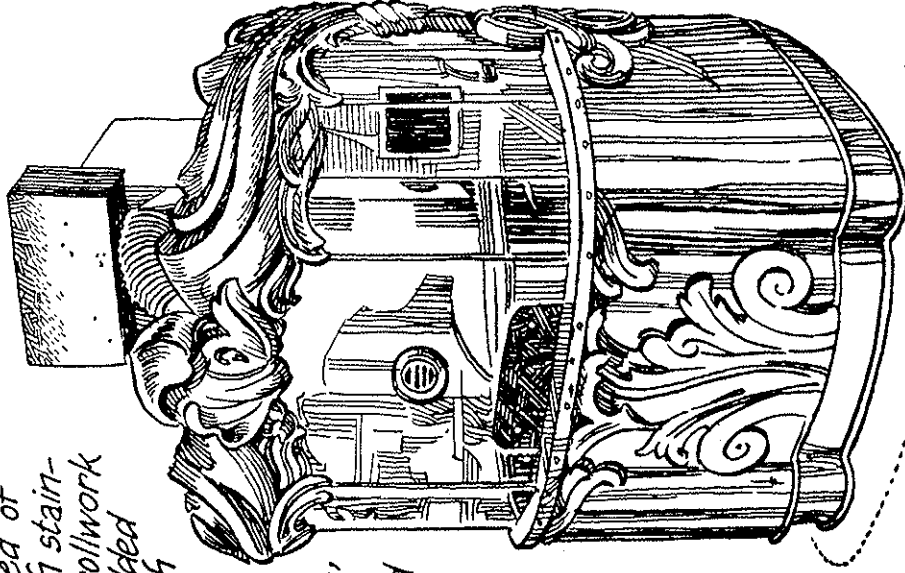
Fresno Sketchbook

These ornate **ticket booths** were made in the late 1940s for Fox WestCoast Theaters. They were manufactured by Wilson and Hoppe of South Whittier, Calif. During World War II the company made plaster molds that were used in the manufacture of "self sealing" rubber fuel tanks for bombers. After the war, they used related techniques to fabricate these ticket booths. The sides of the booths were constructed of

molded plaster of Paris overlaid with stain-less steel. The heavily sculptured scrollwork and fleur-de-lis crowns were of molded plaster reinforced with sisal, then varnished and finished in gold leaf. Russell Olsen, of Santa Rosa, described how he and one helper could usually install the pre-fabricated



Crest Theater
Fresno Street
and Broadway Plaza.



Wilson Theater
Fulton and Stanislaus streets.

Fresno Bee/Doug Hansen

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 5S3

*Resource Name: Crest Theater Building

B3. Original Use: Theater and Commercial Complex

B4. Present Use: Same

***B5. Architectural Style:** Art Deco-Retro

***B6. Construction History:** The Crest Theater was completed in 1949, The tower sign and marquee were designed by Howard Lund of Kaden Signs, Fresno. The ticket booth was manufactured in the late 1940s by Wilson and Hoppe of South Whittier, California for the Fox West Coast Theaters.

***B7. Moved?** ☒ No

***B8. Related Features:** The building complex is located on the southeast corner of Broadway Plaza and Fresno Street and is a gateway to Fresno's Downtown.

B9a. Architect: Crest Theater structural engineer, William D. Coffey; interior theater design, Carl H. Moeller
Tower Sign/Marquee: Howard Lund, Kaden Signs. Ticket booth, Wilson and Hoppe.

B9b. Builder: George W. Carter Co.

***B10. Significance:** **Theme:** Historic theaters **Area:** Fresno

Period of Significance: 1949

Property Type: Theater complex; neon/argon tower sign and marquee and ticket booth

Applicable Criteria: Fresno's Local Register Criteria i and iii. The theater complex may be eligible as well for the National Register of Historic Places.

The Crest Theater was constructed in 1948-9 as a "New Stadium Theater" with a price tag of \$367,000 (Building Record 1948). The structural engineer was William D. Coffee with interior design by Carl H. Moeller (Powell 2003). The theater opened July 7, 1949 with a world premier showing of "You're My Everything." Hollywood stars on hand included Roddy McDowell and George Jessel, who gave the welcome speech (*Fresno Bee* 6 April 1980). The Fresno theater was similar in the façade treatment to other Crest Theaters throughout California built by 20th Century Fox. For example, Sacramento's Crest was dedicated October 6, 1949 and has been completely restored.

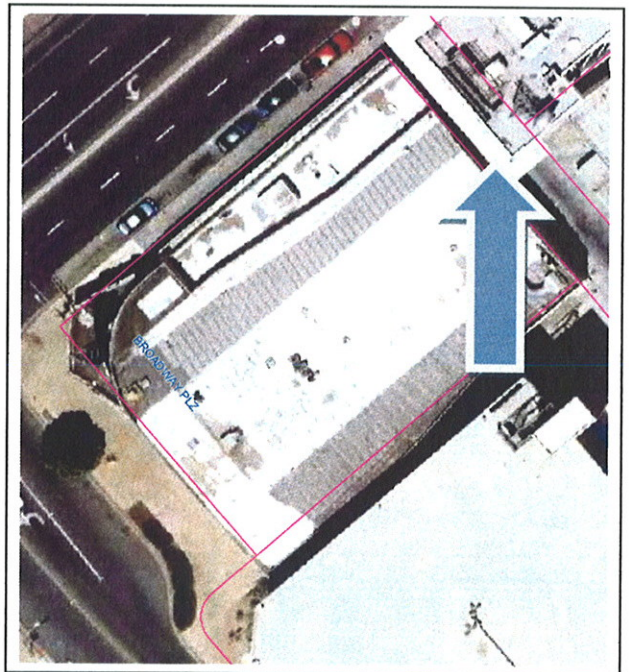
Howard Lund of Kaden Signs designed the neon and argon lit tower and cantilevered marquee. Lund moved to Fresno in the 1940s from Wisconsin and was a master craftsman in sheet metal fabrication as well as a master "tube bender." The sign was the "job of his life," and when lit was reportedly the tallest neon sign in the San Joaquin Valley. In the trade the sign is referred to as a "spectacular," due to its size and complexity. The Crest sign is the most ornate example of commercial neon work in Fresno (Tanielian 2003). The extant ticket booth is an excellent example of worked turned out by Wilson and Hoppe for the Fox West Coast Theaters.

The tower sign, marquee and ticket booth (in particular) are in fair condition; an application of paint on the ticket booth since 2003 has further marred the original decorative elements. The integrity of the exterior of the building as well as the sign, marquee and booth to the period of significance of 1949, however, is quite high. (The interior of the building was not accessible and thus not evaluated). The complex appears eligible to the Local Register of Historic Resources under Criterion i for the role it has played in the cultural and artistic life of the City. Most particularly the complex is eligible under Criterion iii as a remarkable example of a type, method of construction and the work of a master (regarding the tower sign and marquee by Howard Lund). The Crest Theater may also be eligible to the National Register of Historic Places.

***B12. References:** Building record 12 May 1948; Sanborn Fire Insurance Maps, 1918, 1950; Interview with Jeff Tanielian, Commercial Neon Inc. 13 January 2003; *Fresno Bee* 6 April 1980, 30 June 1986, 11 March 1998; Personal communication(s) with John Edward Powell, January 2003; Margolies and Gwathmey, *Ticket to Paradise...* 1991, pp. 23, 91; "History of the Crest Theatre, Sacramento," www.thecrest.com/history/index.cfm (accessed January 2003); "The Preservation of Historic Signs," *Preservation Brief* 25 1991; *Architect and Engineer* August 1948:45; *Southwest Builder and Contractor* 2 April 1948:48; *Fresno Sketchbook*, *Fresno Bee* 20 October 1991.

***B14. Evaluator:** Karana Hattersley-Drayton, M.A.
Historic Preservation Project Manager, City of Fresno

***Date of Evaluation:** March 21, 2003 and January 6, 2011



Fresno, California

Report prepared by: Karana Hattersley-Drayton, Historic Preservation Project Manager

Date of commission/board review: January 10, 2011 (see also HPC annual report as attached)

Minimum Requirements for Certification

I. Enforce Appropriate State or Local Legislation for the Designation and Protection of Historic Properties.

A. Preservation Laws

- What amendments or revisions, if any, are you considering to the certified ordinance? Please forward drafts or proposals. (Pursuant to the CLG Agreement, OHP must have the opportunity to review and comment on ordinance changes prior to adoption. Changes that do not meet the CLG requirements could affect certification status.)

No amendments to the City's Historic Preservation Ordinance were prepared and forwarded to Council during the 2010 CLG reporting period.

- Provide an electronic link to your ordinance or appropriate section(s) of the municipal code.

City of Fresno web site: search "Historic Preservation," ordinance link is on historic preservation page.

B. New Local Landmark Designations (Comprehensive list of properties/districts designated under local ordinance)

- What properties/districts have been locally designated (or de-designated) this past year? For districts, provide a list of resource contributors and noncontributors.
- Reminder, pursuant to California Government Code § 27288.2, "the county recorder shall record a certified resolution establishing an historical resources designation issued by the State Historical Resources Commission or a local agency, or unit thereof." Have you done this?

Certified Local Government Program – 2009-2010 Annual Report
(Reporting period is from October 1, 2009 through September 30, 2010)

Property Name/Address	Date Designated/Removed	Date Recorded by County Recorder
HD#03: Wilson Island Historic District (80 properties, 78 contributors) (see attached survey report)	October 29, 2009	November 30, 2009
HP# 266 The Deacon-Eilert Home (1919) 660 E. Carmen Avenue	October 29, 2009	November 30, 2009
HP# 267 The John B. Marshall Homes (c1884, c1908); 164 N. Echo Avenue	October 29, 2009	November 30, 2009
HR# 012 The Arthur C. and Julia Wahlberg Home (1964) 5050 N. Van Ness Boulevard	By Commission 8.23.10	N.A.
HR #006 Dr. Floyd L.R. Burks Home 2221-2223 San Joaquin Street	De-listed by Commission 6.28.10 due to fire	N.A.
HP# 117 The Newman Home, 1743 L Street	De-listed by Council due to fire, 7.29.10	August 13, 2010

C. Historic Preservation Element/Plan

- If you address historic preservation in your general plan, is it in a separate historic preservation element or is it included in another element? Provide an electronic link to the historic preservation section(s) of the General Plan. *"Historic Resources" (which includes both the built environment as well as sub-surface resources) is included in Section 6: Resource Conservation Element.*
- Have you made any updates to your historic preservation plan or historic preservation element in your community's general plan? If you have, provide an electronic link.

When will your next General Plan update occur? *The General Plan is being updated now by our advanced planning unit to include green and form based codes. Over the next year the chapter on historic resources will also be revisited and updated as needed. At the same time consultants to the City (Moule and Polyzoides) are working on a specific plan for the Fulton Corridor, a Community Plan for the larger Downtown Neighborhoods and a Form Based Code that will apply to both areas. Historic resources will be referenced in all of these documents.*

D. Review Responsibilities

D.1 Design Review/Certificates of Appropriateness

- Who takes responsibility for design review or Certificates of Appropriateness?

Certified Local Government Program – 2009-2010 Annual Report

(Reporting period is from October 1, 2009 through September 30, 2010)

- Do all projects subject to design review go the commission, or are some reviewed at the staff level without commission review?
- What is the threshold between staff-only review and full-commission review?

The City of Fresno does not issue "Certificates of Appropriateness" although all building permits for designated historic resources must be signed off by the Historic Preservation Project Manager. Design review is handled on a case-by-case basis. Any minor projects that use the Secretary's Standards are approved at the staff level pursuant to Section 12-1617 (b) FMC (Historic Preservation Ordinance). Changes that are more substantial are reviewed by the Historic Preservation Commission at a noticed public hearing. In addition to the Historic Preservation Commission, the City has several design-review committees that function at a neighborhood level. Two of particular importance are the Fulton-Lowell and Tower District Design Review Committees.

D.2 California Environmental Quality Act

- What is the role of the staff and commission in providing input to CEQA documents prepared for or by the local government?
- What is the role of the staff and commission in reviewing CEQA documents for projects that are proposed within the jurisdiction of the local government?

D.3 Section 106 of the National Historic Preservation Act

- What is the role of the staff and commission in providing input to Section 106 documents prepared for or by; the local government?
- What is the role of the staff and commission in reviewing Section 106 documents for projects that are proposed within the jurisdiction of the local government?

All projects which may potentially affect cultural or historic resources (designated or not) are reviewed by staff and as appropriate referred to the Commission for public hearing. As examples, all tract maps and demolition permits are reviewed by the Historic Preservation Project Manager. Developers are required to hire a consultant meeting the Secretary's Professional Qualifications to prepare a historic survey for parcels that include pre-1960 resources. Environmental documents---Mitigated Negative Declarations and EIRs that may affect historic properties---are routinely reviewed by the Historic Preservation Commission. Project review also includes review and acceptance of the appropriate CEQA document, as for example when a Categorical Exemption Class 31 is adopted.

For Section 106, Staff provides all the minor HUD reviews under the City's Programmatic Agreement with the SHPO.

Environmental reviews during this reporting year by the Historic Preservation Commission included: Review of a EA for a Multi-family Infill project; Draft SEIR for the Merger No. 1 Redevelopment Plan; Draft SEIR for the Fresno Merger No. 2 Redevelopment Plan.

II. Establish an Adequate and Qualified Historic Preservation Review Commission by State or Local Legislation.

A. Commission Membership

- Who are the current members (and alternates, if applicable)?
- Do they represent a professional discipline or do they represent a public role?
- What is their date of appointment and when does their appointment expire?
- What is their email address?
- Include resumes and Statement of Qualifications forms for all members. If your do not have two qualified professionals on your commission, why have the professional qualifications not been met and how is professional expertise being provided? If all positions are not currently filled, why is there a vacancy, and when will the position will be filled?

Name	Discipline	Date Appointed	Date Appt. Expires	Email Address
Patrick Boyd	Landscape architecture	5.07.09	6.30.10	Patrick@designlab252.com
Sally Caglia	Public member	4.14.09	6.30.11	Sally.caglia@electric motorshop.com
Teresa España	Art/Architecture history	4.07.09	6.30.13	uncool@sblocal.com
Christopher Johnson	Architect	4.23.09	6.30.13	cjohnson@johnsonarchitecture .com
Joe Moore	Public member	9.24.09	6.30.12	jazzportraits@gmail.com
Don Simmons Ph.D.	Public member	2.07.06 reappointed 4.7.09	6.30.12	creativepotential@gmail.com
Molly LM Smith	Architect	5.01.05 reappointed 10.15.09	6.30.10	Molly-vai@sbcglobal.net

B. Commission Staff

- Who are your current commission/CLG staff?
- What are their disciplines, and their dates of appointment/assignment?
- Is the staff to your commission the same as your CLG coordinator?
- Include resumes and Statement of Qualifications forms for all new staff.
- If the position(s) is not currently filled, why is there a vacancy?

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Name/Title	Discipline	Dept. Affiliation	Email Address
Karana Hattersley-Drayton, M.A. (CLG Coordinator) Historic Preservation Project Manager	Architecture history, folklore, anthropology, oral history	Planning and Development (now Development and Resource Management Department); hired June 3, 2002	Karana.hattersley-drayton@fresno.gov
Darrell Unruh, Advanced Planning Manager (HPC Secretary to January 25, 2010)	Sociology/Planning	Planning and Development	Darrell.unruh@fresno.gov
Kevin Fabino, M.P.A. (Secretary from May 2010)	Business Administration; Planning Manager, Current Planning	Planning and Development	Kevin.fabino@fresno.gov
Will Tackett, Planner III	Archaeology/Anthropology	Planning and Development	Will.tackett@fresno.gov
Joann Zuniga (Recording Secretary)		Planning and Development	Joann.zuniga@fresno.gov

C. Attendance Record

- Please attach in chart form for each commissioner and staff member, the attendance records for meetings. Commissions are required to meet four times a year, at a minimum.

Commissioners:	11/23/09	12/14/09	1/25/10	2/22/10	3/22/10	4/05/10	4/26/10	5/17/10	5/24/10	6/28/10	07/12/10	08/23/10
Boyd	P	P	P	P	A	A	A	P	P	P	P	P
Caglia	P	P	P	P	P	A	P	P	P	A	P	P
España	A	P	P	P	P	P	P	P	P	P	P	P
Johnson	A	A	A	P	P	P	A	P	P	P	P	A
Moore	P	P	P	P	P	P	P	P	P	P	P	P
Simmons	P	P	A	P	P	P	P	P	P	P	P	P
Smith	P	P	A	A	A	P	P	P	P	P	P	P
Staff:												
Hattersley-Drayton	P	P	P	P	P	P	P	P	P	P	P	P
Unruh	P	P	P	X	X	X	X	X	X	X	X	X
Fabino	X	X	X	X	X	X	X	P	P	P	P	P
Tackett	X	P	P	A	P	P	P	P	P	A	A	P
Zuniga	X	X	X	X	P	A	P	X	P	P	P	P

P= Present A=Absent X= Not on commission at time of meeting

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D. Training Received

- What training has each commissioner and staff member received, including descriptions and dates of training, duration of training, and training provider? Remember it is a CLG requirement is that all commissioners and staff to the commission attend at least one training program relevant to your commission each year. It is up to the CLG to determine the relevancy of the training.

Commissioner/Staff Name	Training Title & Description	Duration of Training	Training Provider	Date
Chris Johnson	Weatherization and Materials in Historic Buildings	1 day workshop	California Preservation Foundation	1/13/10
Karana Hattersley-Drayton	National Register Standards	1 day	California Preservation Foundation	1/27/10
Karana Hattersley-Drayton and Chris Johnson	CPF Annual meetings	3 days	California Preservation Foundation	5/12-15
Karana Hattersley-Drayton. Teresa España and Will Tackett	Keeping Time III	1 day	Tuolumne County CLG	6/18/10
All Commissioners and staff (minus Johnson)	Historic Resources, the Historic Preservation Ordinance and CEQA: What is Their Relationship?"	1 hour, during HPC meeting	City attorney John Fox Esq.	8/23/10
Karana Hattersley-Drayton	Statewide Ag Study Group	1 day workshop and tour	State Office of Historic Preservation	9/23/10



III. Maintain a System for the Survey and Inventory of Properties that Furthers the Purposes of the National Historic Preservation Act

A. Historical Contexts

- Have you initiated, researched, or developed any historic contexts? If you have, list and describe in several sentences each historic context, how it is being used, and the date submitted to OHP (California CLG procedures require CLGs to submit survey results including historic contexts, to OHP.) If you have not done so, submit a copy with this report.

Context Name	Description	How it is Being Used	Date Submitted
Wilson Island Historic District,	Overview of the development of the 6-block neighborhood emically called the "Wilson Island" located within Fresno's Tower District.	Context was used to identify and evaluate the 80 properties within the proposed historic district which was designated by the City Council on October 29, 2010.	With historic survey as attached.
California Products Company Site, 3000 E. Butler Avenue	History of former company which served several functions including cotton ginning and wine production.	Prepared as part of the required Section 106 evaluation for a grant application to the U.S. Economic Development Administration.	August 30, 2010

B New Surveys (excluding those funded by OHP)

- Have you carried out any surveys or re-surveys? If you have, list the area surveyed, level (reconnaissance or intensive), acreage, number of properties surveyed, and the date you submitted the survey to OHP. (California CLG procedures require CLGs to submit survey results including historic contexts, to OHP.) If you have not done so, submit a copy with this report.
- Keep in mind that the evaluation of a single property is not a survey. Also, material changes to a property that is included in a survey, is not a change to the survey and should not be reported here.
- How are you using the survey data?



Homes in the
Wilson Island
Historic District



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Area	Context Based-yes/no	Level: Reconnaissance or Intensive	Acreage	# of Properties Surveyed	Date Completed
Wilson Island Historic District	yes	Intensive	6 blocks	80	September 8, 2010
Historic Property Survey for the California Products Company Site 3000 E. Butler Avenue	yes	Intensive	11 acres	13	August 27, 2010

C. Changes to Inventories

- Have you made corrections to your inventory of historic properties, or have you identified any corrections that need to be made?
- If you have, what are the reasons for the changes (new information, alteration [approved/not approved], demolition [approved/not approved], etc.)?
- Have you changed the status codes of any properties in your inventory? Submit the changes with this report.

Property Name/Address	Additions/Deletions to Inventory	Changes to Status Codes	Reason	Date of Change
HR #006 Dr. Floyd L.R. Burks Home 2221-2223 San Joaquin Street		De-listed by Commission	6.28.10 due to fire	6.28.10
HP# 117 The Newman Home, 1743 L Street		De-listed by Council	due to fire, 7.29.10	7.29.10

IV. Provide for Adequate Public Participation in the Local Historic Preservation Program

A. Public Education

- What public outreach, training, or publications programs have you undertaken? Please provide copy of (or an electronic link) all publications or other products not previously provided to OHP.

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Item or Event	Description	Date
Panel Discussion for Fresno Historical Society Annual Home Tour	"Greening Up Your Historic Home" (also brochure notes and historic overview of Huntington Boulevard neighborhood)	November 14, 2009
FCASH Annual Conference	"They Put in a Parking Lot, or Did They? Historic Preservation in Fresno" Pecha Kucha style powerpoint	October 2, 2009
Social Work Class, Fresno State University	"Architecture, Ethnicity and Historic Landscapes..." Power point presentation	October 19, 2009
Leadership Fresno	Power Point "They Put in a Parking Lot..."	December 17, 2009
Article for Department newsletter	"Preserve It"	October 2009
Fresno history and architecture	CityView interview, television	February 18, 2010
Slide Talk, Fig Garden Home Tour for the Fresno Historical Society	Overview of neighborhood history and architecture with a focus on adobe construction	May 8, 2010
Great Day Program, Channel 26	7 3-minute live interviews from Old Fresno Water Tower	July 27, 2010
ITT Technical Institute, Clovis	Presentation on Historic Preservation and Green Building for "Emerging Professionals"	August 10, 2010

In addition to the minimum CLG requirements, OHP is interested in a Summary of Local Preservation Programs

What is the current status of preservation in your community? What are the most critical preservation planning issues?

Fresno has been hit hard by the Recession and the City budget is sorely taxed. As with other cities in California this is a time of uncertainty. At the same time, the City has launched intensive planning efforts for the downtown neighborhoods that will result in a Fulton Corridor Specific Plan for the immediate downtown area and a Community Plan for the larger footprint of neighborhoods surrounding the downtown. The Specific Plan includes provisions for up to 300 new survey forms which will hopefully come close to filling in the gaps from our previous surveys for the Downtown "Triangle." Thus there is this rather odd conundrum of a distressing economy juxtaposed with some far reaching visionary work in our downtown. As part of this effort to plan for and ultimately revitalize the City core, our mid-century architecture and landscapes have come to the fore. In particular the future of the Fresno Fulton Mall (designed by Garrett Eckbo) has become a contentious issue which divides the community: landmark and preserve this pedestrian mall, or make dramatic changes that will reintroduce traffic in some form? The City is really at a crossroads, with historic preservation just one of many issues.

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In addition to downtown planning we continue to struggle with “demolition by neglect.” Two important resources in one downtown neighborhood were lost to fire and have recently been demolished following numerous Commission hearings to find an alternative solution. The fix for the problem is quite simple: money. All the designated historic districts, EIRs and ordinances in the world cannot protect a building when the people living in it, or who own it, are poor and/or without resources.

Even in light of the economy, people are doing good work downtown and throughout Fresno. Although in the 2010-11 reporting cycle (thus next year’s report) it should be noted that this month 11 projects and/or individuals were awarded Mayoral Historic Preservation Awards.

What is the single accomplishment of your local government this year that has done the most to further preservation in your community?

Certainly one very important accomplishment was the restoration of two working-class houses (one possibly the oldest in Fresno) as part of a City-sponsored revitalization effort. This was a five-year project that began when the former owner initiated demolition proceedings. Another significant honor was receiving a Governor’s Historic Preservation Award for “Architecture, Ethnicity and Historic Landscapes in California’s San Joaquin Valley.”

Governor’s Award
Ceremony, Sacramento,
January 2010.



What incentives are you providing for historic preservation in your community, e.g., loan or grant programs, property tax reduction, zoning variances, etc.? What programs are you offering, what is the public utilizing, and how successful are the programs in promoting historic preservation? Please provide a brief overview narrative.

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Name or Type of Incentive Program	How many properties have benefited?
Designated historic properties may apply for exemptions from property development standards under our zoning ordinance, as updated in December 2006. We also include credits for historic preservation and historic landscapes in our Fresno Green Incentive Building Program.	No specific projects have applied this year.

What recognition are you providing for successful preservation projects or programs? *We have a bi-annual Mayoral Historic Preservation Awards program. Eleven projects and/or individuals were recipients at a ceremony held December 16th as part of the regular City Council hearing. The 2010 awards fall within next year's reporting period.*

How did you meet or not meet the goals identified in your annual report for last year?

There has been a great deal of change over the past several months, due to the Department reorganization. In addition, thankfully the City has received millions of dollars in ARRA funds which necessitated numerous additional hours of review time. Therefore progress on stated goals from last year is not as successful as one would like:

1. Work on architectural survey for Huntington Boulevard (for local district nomination).

Staff printed all building permits, prepared files and did field work for first block; also documented history and additional properties as part of the Huntington Boulevard Historic Home Tour, November 2009.

2. Transfer information from Wilson Island District nomination to National Register nomination forms. (No progress)

3. Continue to educate various federally funded housing agencies regarding best practices on both preservation and sustainability. Met with developers, housing staff and local non-profits regarding windows and the use of vinyl as a (non-preferred) replacement. Two lead paint projects were sent to the CPF workshop on windows held this year in San Diego. And local federally funded projects now often include new made-to-order wood sash replacement windows from a local mill for non-historic buildings. In addition, the City's Sustainability Coordinator was included in a panel discussion we organized on Greening Up for the annual Historical Society Walking Tour.

4. **Begin to work on survey for South Industrial Revitalization Area pursuant to pending agreement with the Redevelopment Agency.** (No progress and no funding).
5. **Prepare further documentation on Fresno's Chinatown; explore potential grants that will fund events or a brochure for heritage tourism in West Fresno.** Staff made a presentation on Fresno's "underground" assets to a City-wide Historic Preservation Team as part of a cultural heritage tourism talk. Staff was also interviewed by a local television station which produced a nicely researched three-minute documentary piece on Chinatown. Staff also discussed funding for archaeological work with PGE as part of their abatement process on one Chinatown parcel and met with teaching staff at Fresno State University who incorporated West Fresno and/or Chinatown into their curriculum.
6. **Explore establishing another historic district from previous survey information.** Informal discussions were held with community members in the Fulton Lowell about establishing an additional district. The Historic Preservation Commission was also asked to prioritize their recommendations for future Districts (following Huntington Boulevard).
7. **See closure on rehabilitation of "Armenian Town" houses.**
RDA continues to work on project but the homes, as of December 2010, have yet to be relocated.

What are our local historic preservation goals for 2010-2011?

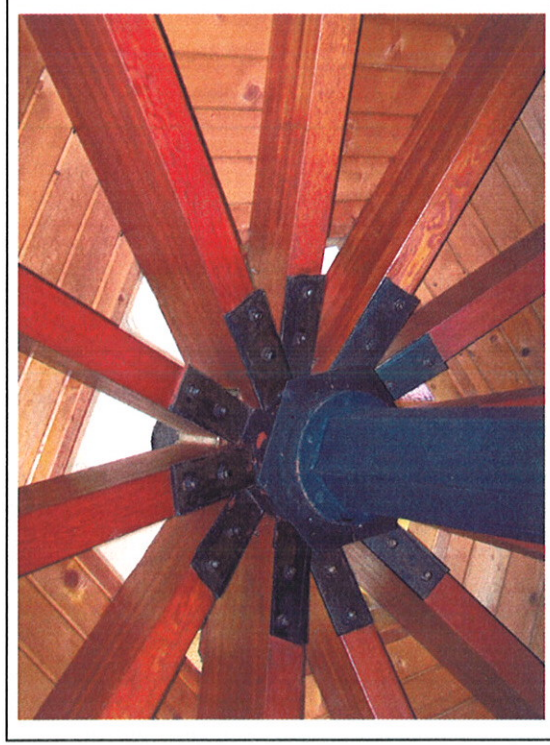
1. Complete or move forward on Huntington Boulevard Historic District.
2. Re-establish the City-wide Historic Preservation Team.
3. Organize a training session in spring for commissioners and public that includes OHP staff.
4. Continue to document and landmark mid-century modern resources.
5. Review and vet the survey work from the Fulton Corridor Specific Plan.

So that we may better serve you in the future, are there specific areas and/or issues with which you could use technical assistance from OHP? In what subject areas would you like to see training provided by the OHP? How you like would to see the training conducted (workshops, online, technical assistance bulletins, etc.)?

Would you be willing to host a training working workshop in cooperation with OHP? Yes, hopefully we will work collaboratively with OHP staff on a session in late March.

XII Attachments

Resumes and Statement of Qualifications forms for all commission members/alternatives and staff
Minutes from commission meetings
Attendance records of commissioners and staff
Electronic link to historic preservation ordinance/section of municipal code
Electronic link to historic preservation section(s) of the General Plan
Drafts of proposed changes to the ordinance
Drafts of proposed changes to the General Plan
Public outreach publications



*Tension/compression ring, family
room, Wahlberg Home (1964)
Heritage Property #012*